# DYNASTY

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# MAD

IND

No. 256 JULY 1985 OUR PRICE $1.25 CHEAP

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THIS FINE MINATURE ABSTRACT
PAINTING READY FOR FRAMING!

WHAT SAFE, CHEAP "STAR WARS" TECHNOLOGY WOULD WE LIKE TO SUGGEST TO THE PENTAGON?

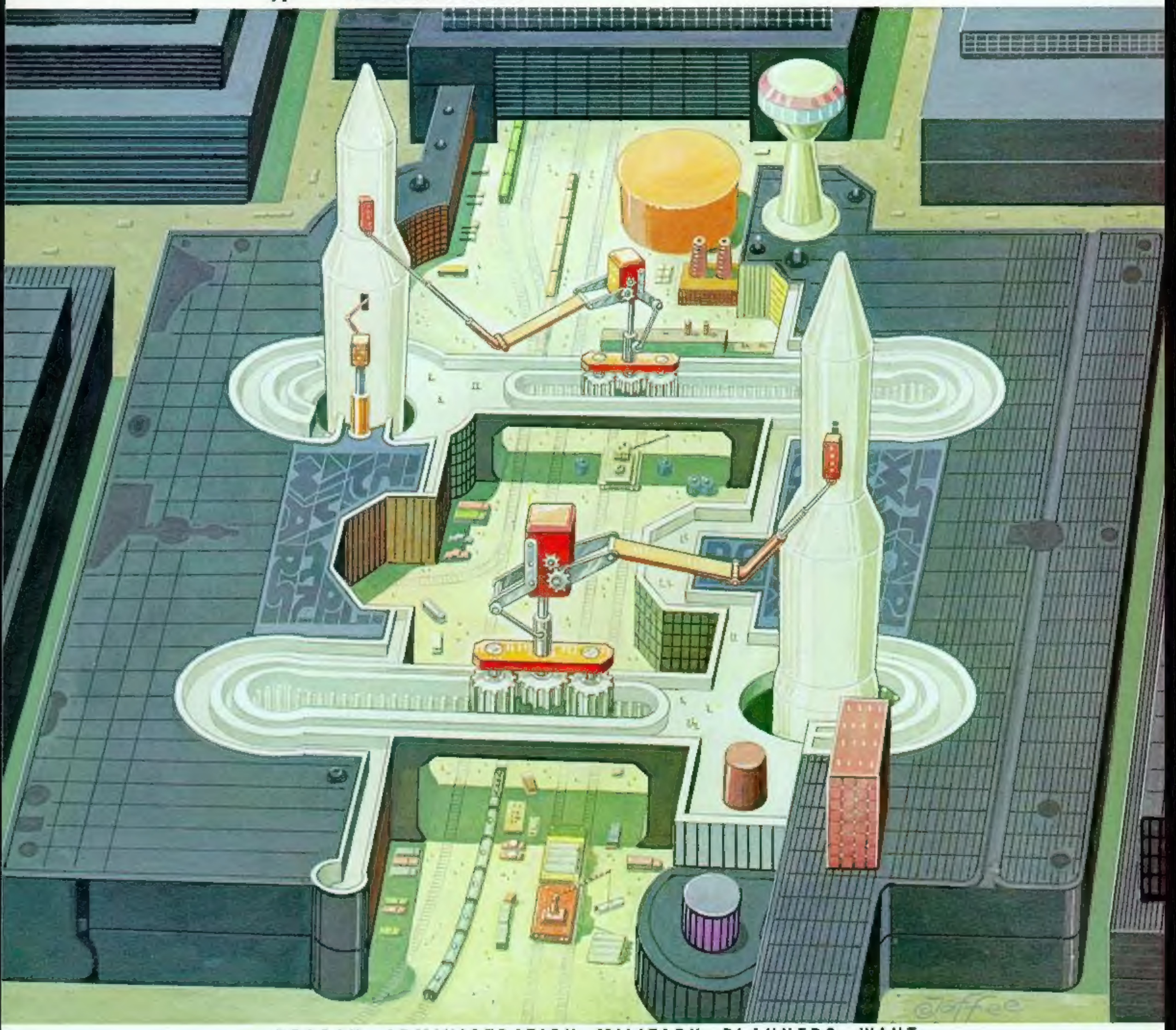
HERE WE GO WITH ANOTHER RIDICULOUS

# MAD FOLD-IN

Everyone's arguing about the merits of "Star Wars" space weapons. To find out what the only intelligent solution really is, fold page in as shown in diagram at the right.

FOLD PAGE OVER LIKE THIS!

A► FOLD BACK SO "A" MEETS "B" ◄B



REAGAN ADMINISTRATION MILITARY PLANNERS WANT THEIR SCIENTISTS TO CREATE WEAPONS IN SPACE TO DESTROY ENEMY MISSILES OVER OUR LANDSCAPE

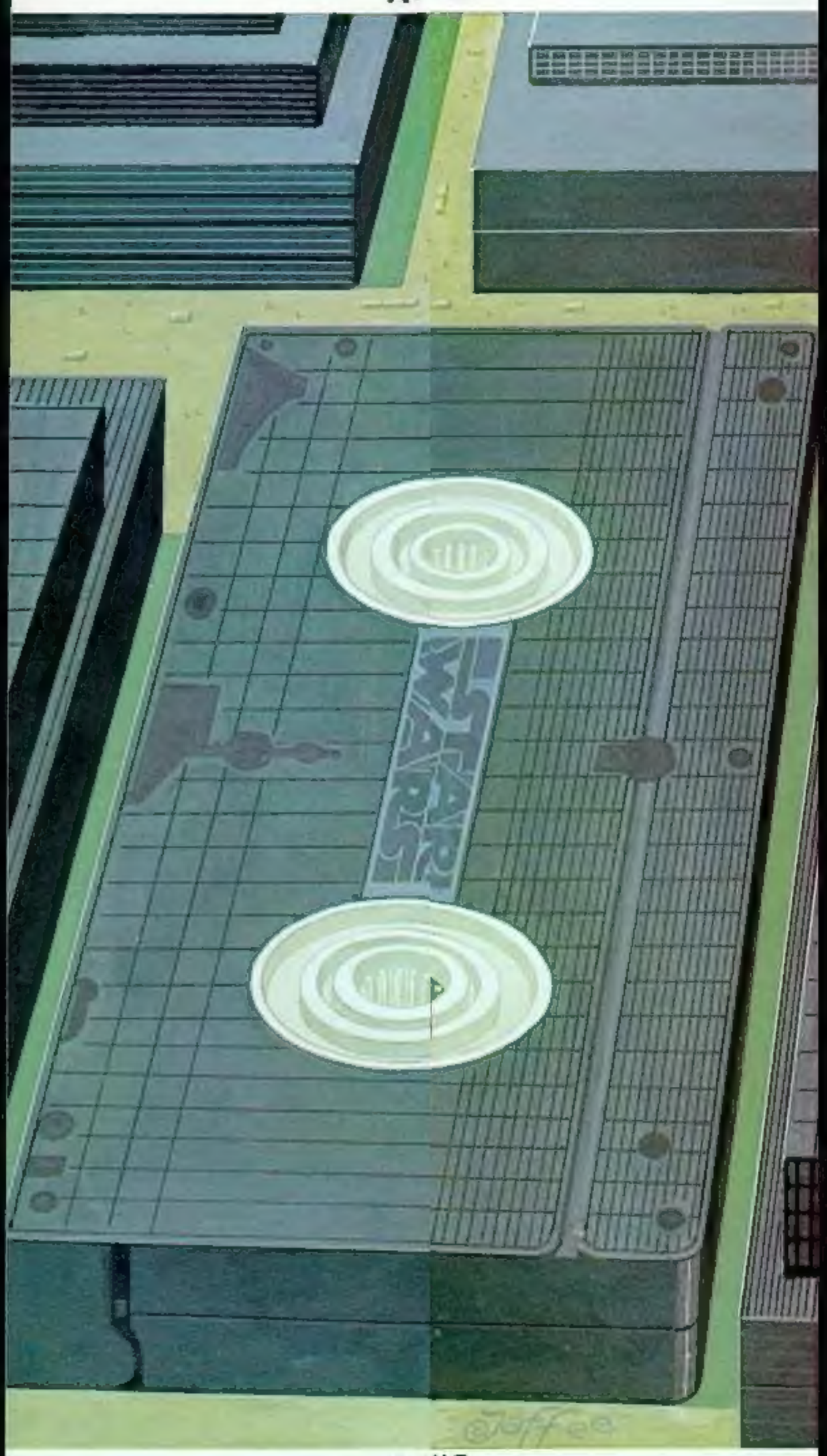
ARTIST & WRITER:
AL JAFFEE

A► ◄B

# WHAT SAFE, CHEAP "STAR WARS" TECHNOLOGY WOULD WE LIKE TO SUGGEST TO THE PENTAGON?

FOLD PAGE OVER LIKE THIS!

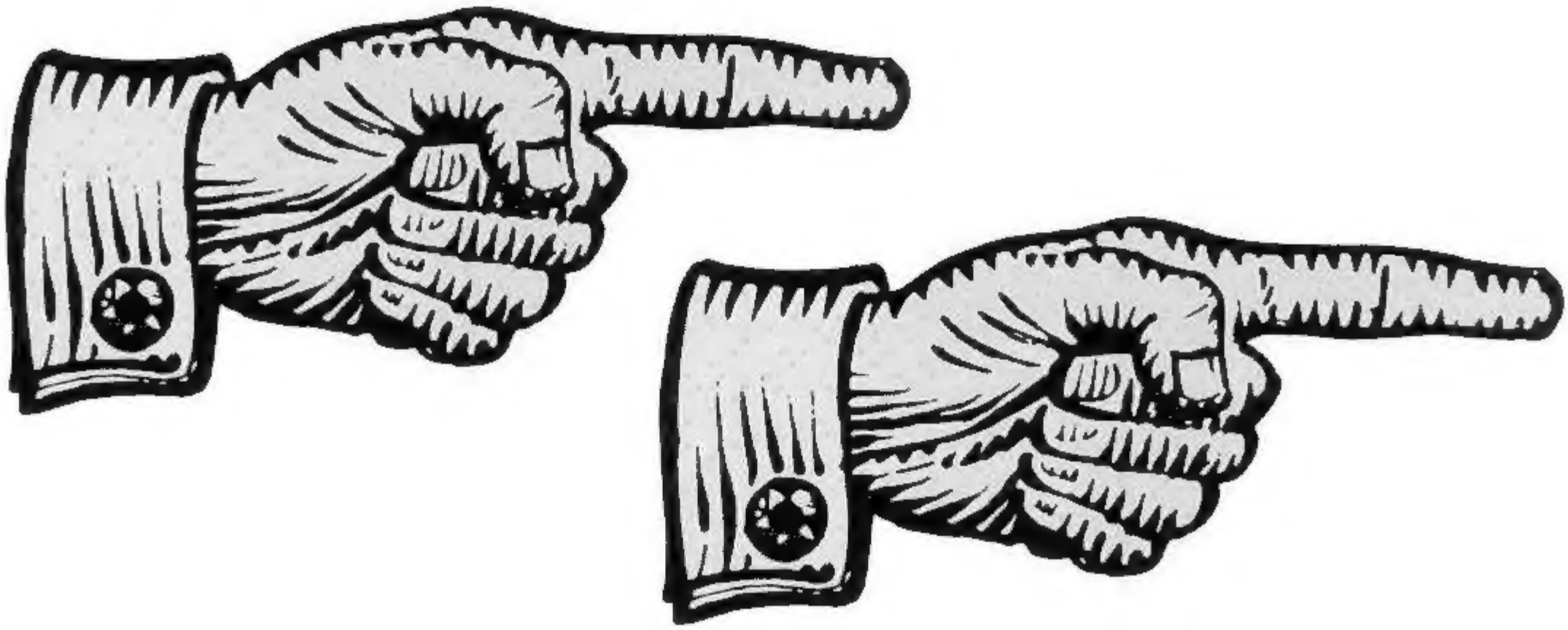
A▸◂B




ARTIST & WRITER:
AL JAFFEE

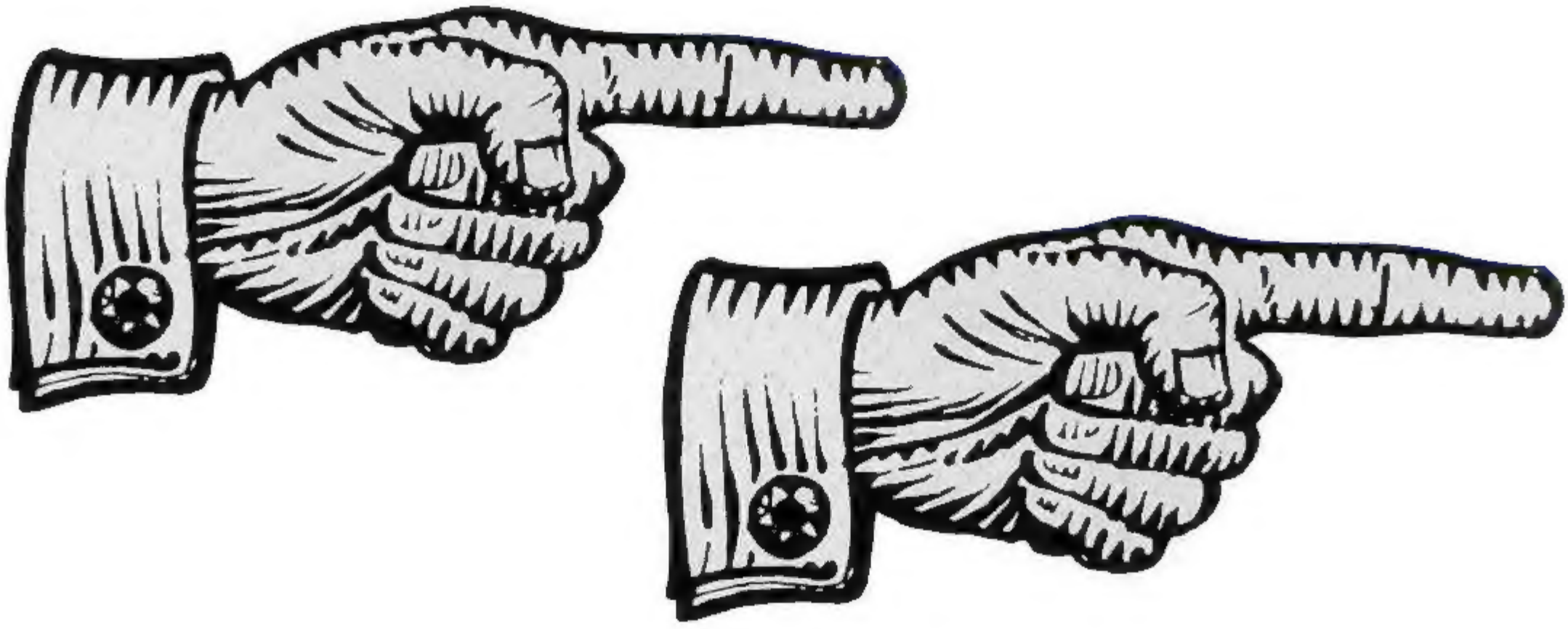
RENT
THE
TAPE

A▸◂B



***Nothing to see here!***

***Please skip ahead.***



NUMBER 256 JULY 1985

# MAD

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LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA *editorial assistants*
DICK DE BARTOLO *creative consultant*
GLORIA ORLANDO, SARA FOWLER, M.C. GAINES *subscriptions*
JACK ALBERT *lawsuits* ANNE GRIFFITHS *logistics*
CONTRIBUTING ARTISTS AND WRITERS
*the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS COVER IDEA: AL JAFFEE

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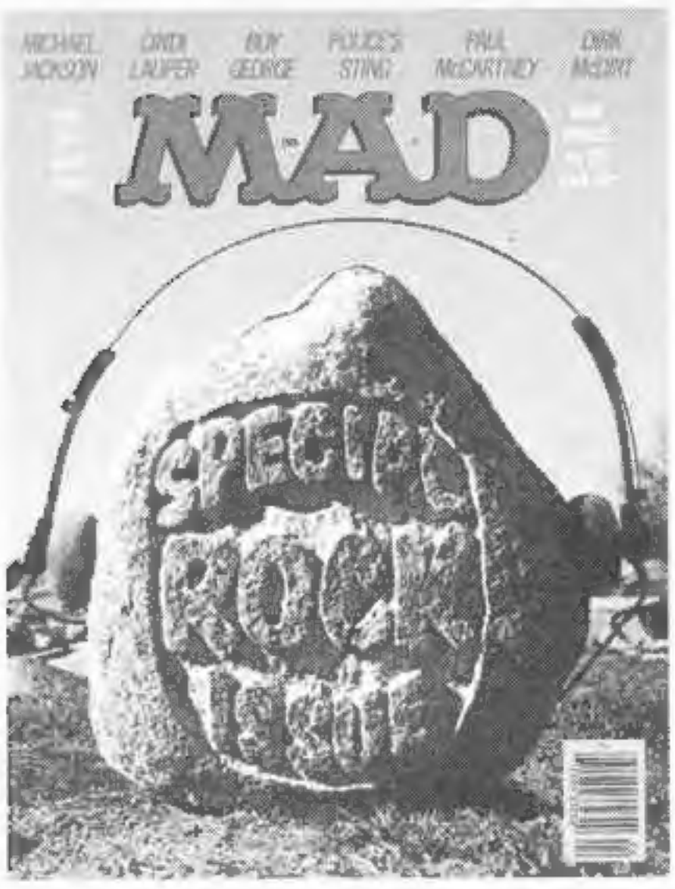
## SPECIAL ROCK ISSUE




After being inspired by issue #254, I decided to watch some MTV. As I was watching the music news, Martha Quinn began talking about your special rock issue! Why don't you take the hint and produce your own music video? Maybe you could get a top 40 hit!

Russell Howze
Travelers Rest, SC

## CINDI, CINDY, CYNDI

I just red issue #254 and wuz disappointed. Wi, you ask? Becawze of the consetunt mispelling of Cyndi Lauper's name! The cuver reeds "Cindi", WRONG! Page fore reeds "Cindy", WRONG again! Pleeze note: all of the above mispelled wurdz are to give your staff a taste of their own medicine!

Charles Eierdam
Tucson, AZ

## MAD ESP – IN REVERSE?

Funny how the cover of your Special Rock Issue (MAD #254) looks like our station's logo, which is 4 years old. Please send me a sample of "The MAD Minute" for my station.

Cathy Grahn
WFYV-FM
Jacksonville, FL

## "BOYS JUST WANNA BE GEORGE"

In Tom Hachtman's "Boys Just Wanna Be George" you forgot one: Boy Georgia. My sketch is enclosed.

Dan Augustine
Utica, MI

BOY GEORGIA?!

## RONALD E. REAGAN

I thought you'd like to see this cartoon from the "Boston Globe" (3/3/85).

Sean Doyle
West Newbury, MA

*"What? Me worry?"*

## ALFRED?

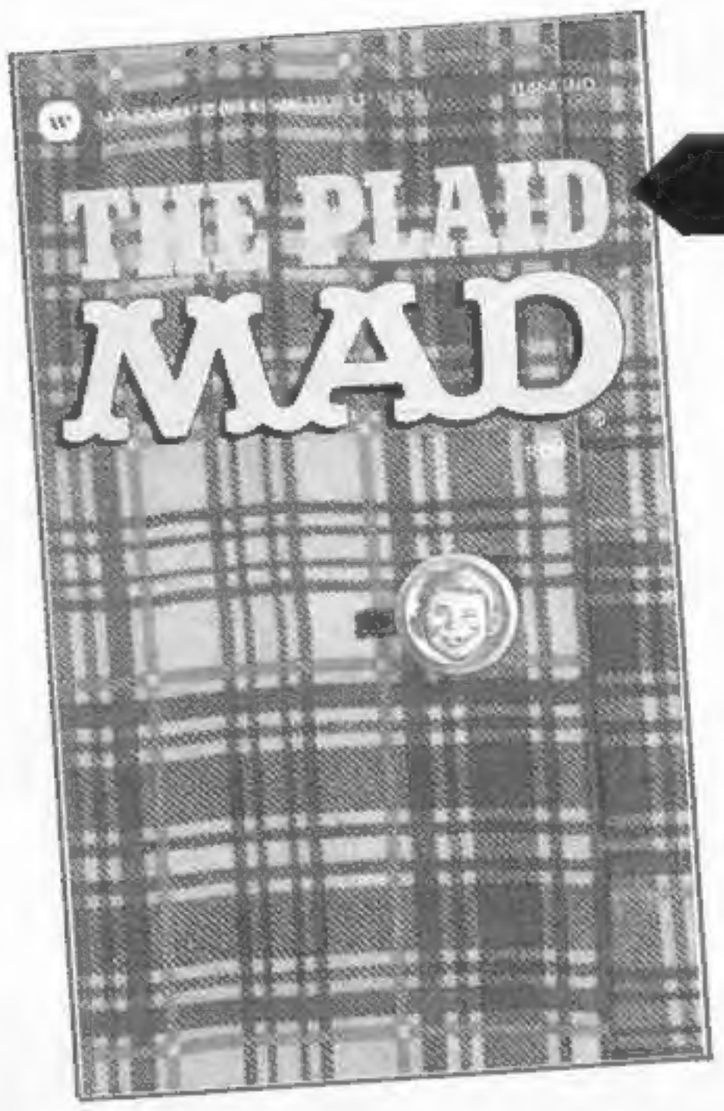
I give up! On the cover of your Special Rock Issue, where is Alfred? Under the rock? Behind the rock? Or covered by the ugly U.P.C. symbol?

June Berry
Murphys, CA

## MUSIC CRITIC

Frank Jacobs' "MAD's Aptitude Test #7: Will You Make A Good Rock Star?" would be annoying if it weren't so pathetic. Jacobs enjoys thinking that all rock stars are worthless zombies with no talent, but this is not accurate. Some rock stars—Elvis Costello and Roger Waters, for example—are important artists creating very good music.

H. Baker
Denver, CO

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## THE MAD MINUTE

As we've been saying all along, "The MAD Minute" is an ongoing series of (alleged) funny radio routines performed by MAD writer Dick DeBartolo. Some of the stations who now have the Minute are listed below. If your favorite station isn't playing it yet, send us their name and address, and we'll send them the tape. Send the station's name and address to: The MAD Minute, c/o MAD Magazine, 485 MADison Ave., New York, NY 10022

**LOUISIANA**
WIBR, Baton Rouge
WAFB, Baton Rouge

**ARKANSAS**
KLRA, Little Rock
KARN, Little Rock

**OKLAHOMA**
KJAZ, Oklahoma City
KOMA, Oklahoma City
KTOK, Oklahoma City
KOFM, Oklahoma City
KEBS, Oklahoma City

**TEXAS**
KAGO, Bryan
KTAM, Bryan
KBUY, Amarillo
KIXZ, Amarillo
KFMX, Lubbock
KKAM, Lubbock
KFYO, Lubbock

**SOUTH CAROLINA**
WAIM, Anderson

**GEORGIA**
WSST, Atlanta

**FLORIDA**
WKIS, Orlando
WHOO, Orlando
WBJW, Orlando
WMGG, Clearwater
WKXY, Sarasota
WSPB, Sarasota
WWZZ, Sarasota

**OHIO**
WTNS, Cosbocton
WREW, Cleveland
WERE, Cleveland
WKSW, Cleveland
WGAR, Cleveland

**NORTH CAROLINA**
WSJS, Winston Salem
WSMX, Winston Salem
WKZL, Winston Salew

**NEW YORK**
WGFB, Plattsburgh
WCMS, Rochester

**ILLINOIS**
WOCB, Glen Ellyn
WCGO, Chicago Heights
WIND, Chicago
WLUP, Chicago

**MISSOURI**
KIRX, Kirksville

**NORTH DAKOTA**
KNDX, Grand Forks

**WISCONSIN**
WGEM, Milwaukee

**MONTANA**
KBYN, Billings
KMMY, Billings
KGHL, Billings
KAAK, Great Falls
KEIN, Great Falls
KBLL, Helena
KCAP, Helena
KGEZ, Kalispell

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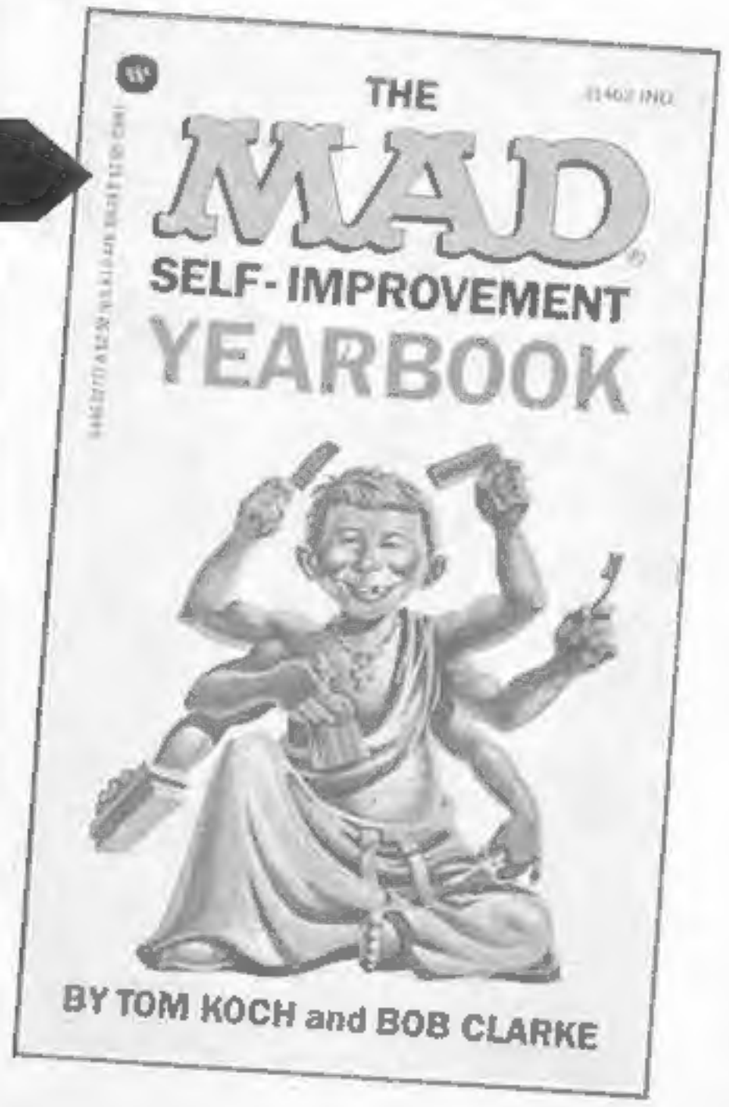


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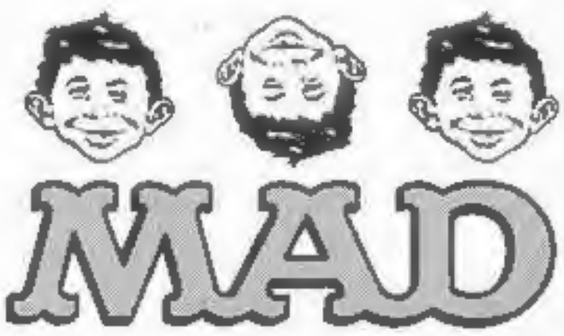


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## GETTING TOO BIG FOR ITS BITCHES DEPT.

Who is the most popular family in America? We'll give you a hint. The head of the family is a rugged, handsome guy who is in great shape for his age. He's married to an attractive caring woman, and his first wife wasn't exactly chopped liver! He has more trouble with his children than he does with the vast empire he governs. No, dummy, we're not talking about the Reagans! We're talking about the first family of night-time soaps—the Curringtins! Boy, do they have problems! Mainly, idiotic characters and ridiculous, unbelievable scripts. But do they care about these problems! Nah! Because the thing of it is, when you're a member of the Curringtin family, you are born rich, you live mean and...

In case you don't read **Playboy,** let me introduce myself. I'm **Alecchis Curringtin Clodby.** I'm **wealthy, sexy** and **rotten to the core!** I have two ambitions—to have as many **lovers** as I do **dresses,** and to **destroy** my miserable **ex-husband!**

**That's me, Flake Curringtin.** I'm a self-made **billionaire.** Do not let my charm **fool** you! I'm more **ruthless** than **J.R.**! I've been known to **lie, cheat** and **kill**...and that was just in a game of **Trivial Pursuit!**

I'm **Krysdull,** the **faithful** wife of Flake. **How faithful?** I've had only **two** affairs since we've been married. Around here, that makes **me** practically a **living saint!**

I'm **Sieve.** Flake and Alecchis are my **parents,** which explains why I'm so **screwed up!** I used to be **gay,** then I was in an oil rig explosion. I got a **new face** and went **straight.** I've got a wife, a son and I use **Brut** every day!

I'm Sieve's wife, **Claustrophobia.** If you think Sieve is a **sexual basket case,** just **wait** a couple of years until **our son** reaches **puberty!**

I'm Sieve's long-lost brother, **Adumb.** Now that **I'm back** with the Curringtins I've become involved in the **usual** family doings: **drugs, rape** and **incest!**

I'm **Fallen Curringtin.** I'm a **nymphomaniac,** which means I like to make out **a lot.** My being here is going to surprise a lot of people...since I'm **supposed** to be **dead!**

My name is **Diminique Devereaux. Flake** is **my brother! Surprise!** I'm beautiful, rich, and **devious.** I'm out to **destroy** Flake. I'm proud to be a much needed TV **role model** for **black** children everywhere.

POOCHY FOOD BY GUCCI

STIFF PROPOSITION

QT DRUCKER



FAMILY ALBUM

# DIE-NASTY

ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE

Did I have a **nice funeral?**

It was a simple, **tasteful** affair. **Tina Turner** sang your favorite hymn, **"What's Love Got To Do With It?"**, a few fireworks, **Andre the Giant** and **Hulk Hogan** were your **guest pallbearers.**

I was a **special guest mourner.**

**Yaa!** You **tripped** over a headstone and **fell** into the **grave!**

Who is buried in **your grave?**

It's a girl who **looked** just like **me.** She had a birthmark shaped just like the **Playboy Bunny.**

**Oh, no!** That was **my daughter!**

Boy, Henry, isn't **that** a **surprise?**

**No...what would** be a **surprise** is if it **wasn't her** daughter.

**I must** wear my black tennis outfit. After all, I'm in **mourning** for my daughter.

Was I the girl's **father?**

Don't be **ridiculous!** It was the **gardener...** or the **plumber ...** or **maybe...**

**Forget it!** I'm sorry I **asked!**

**Gardener? Plumber?** Gee, mommy and I **shared** the **same friends!**

MARTINA NO MARTINI SI

How do we **know** you're **really** Fallen and not an **imposter?**

I'll **prove** it! **Watch this!**

Have a nice **trip,** Krysdull!

YAH!!!HH

You're **cute! Wanna** have **sex?**

It's **really** you, **Fallen!** Daddy's **horny little girl!** Welcome home darling!

**Flake,** I have to **talk** to you. It's about **Puke Buller.** He tried to get **fresh!**

**Claustrophobia,** that's considered **normal behavior** among we rich, beautiful people. **Look around** you!

He **wasn't** making a move on **me!** It was on **my husband—Sieve!!!**

LA GARBARGE

WELCOME BACK FROM THE GRAVE, FALLEN!

Unfortunately **that too,** is considered **normal behavior** among we **rich** and **beautiful people.**

I thought the **explosion straightened** Sieve out.

**It did,** at least for awhile. **Flake,** could you arrange **another** explosion?

BUY AMERICAN!

BUY AMERICAN

**That** could be **dangerous.**

**Please,** Flake! **Please!**

**OK,** I'll **blow** a **rig!** But I hope it works. It'll **cost** a **fortune!**

It's still **cheaper** than a **psychiatrist!** Besides, Sieve had **an affair** with the **last shrink** he went to!

You look **devine** in that hard hat, **Sieve,** but do you **really** have to climb up that **messy** old thing?

**Dad** wants me to **check it.**

What is that **ticking sound?**

OIL DEREK NO! BO DEREK SI!

TIC TIC TIC

KABOOM

**Flake,** I've got some **dreadful** news. You used **too much TNT!**

Was Sieve **killed?**

**No,** but he's **changed** again. He now wears **unisex** cologne.

Flake, **Sieve** is no longer your **son!** He's now **your daughter!**

**Daddy, I won** the La Garbarge Tennis Tourney! I beat **Renee Richards!** Aren't you **proud** of me!

I always **wanted** an **athletic son,** but having Mixed Singles Champ isn't **exactly** what I had in **mind!**

PRINCESS RACKET

This isn't my day! I **lost** a **son** and **gained a daughter!** Now what happened? Did the oil market **dry up?**

**Worse,** your football team got **blown out** in the playoffs!

That's **impossible!** I spent a **fortune** to make sure I had **a winning team!**

A lot of owners spend **big bucks** on **players' salaries!**

**Yes,** but I **spent** it on the **referees!**

**Blame** it on **Alecchis.**

What did **she** do? **Bribe** my players? **Poison** them? **What?**

She sort of **partied.**

With the **quarterback?**

**Yes,** and the **fullback** ...the **halfback**... the **center**... After that, even **crooked** referees couldn't **help** you!

I'll get **even!** Those **wetlands** Alecchis is trying to get, I'll **outbid** her!

But there's **no oil** there!

I don't **care! Mortgage** my house! **Return** those empty deposit bottles out back! I **want** that land! I want **revenge** whatever the **cost!**

**Diminique,** my source says **Flake** is after those **wetlands.** There **must** be oil there!

How **reliable** is your **source?**

It's the **bird! I planted** it in **Flake's** office!

I'd **trust** a **BLACKBIRD** more! **OK!** Go for it!

I WANT THAT LAND!

You will not **believe** what **happened!**

Let me **guess.** Diminique **bought** the wetlands. My plan **worked!**

**You planned** this?

**Sure! I bribed** the **bird!** Now **Alecchis** is **furious** cause she didn't get her way and **Diminique** is **stuck** with oil-less land!

Right. **No oil,** but they found **gold.**

What? I could kill that Diminique!

Flake, that isn't nice to say.

Krysdull's right. If anything happens to Diminique, they'll blame you.

CRASH!

MING DYNASTY NO.

KNOCK KNOCK

Mr Curringtin, surprise! You're under arrest for the murder of Diminique Denvereaux.

How was she killed?

It was very unoriginal. Her brakes were tampered with and her car went into the river. The body was never found.

They never are.

Mrs. Curringtin, what did your husband say on the night of January 15?

He said, "Not tonight, dear. I have a headache."

Krysdull, when we were married I never had a headache."

It's Murk, my ex-husband! Wow! Talk about amazing coincidences!

What else did your husband say that night?

Oh, yeah, he screamed I COULD KILL DIMINIQUE!

Alecchis Clodby to the stand.

Mrs. Clodby, what are you doing?

I'm removing my dress. I refuse to appear in public wearing the same dress as that old bag, Krysdull!

The court will take a short recess.

Does Your Honor wish to see counsel in his chambers

Hell no! I want to see Mrs. Clodby in my chambers!

2 ANGRY MEN HORNY

Mr. Curringtin, did you kill Diminique? And before you answer, let me remind you you're under oath.

And let me remind you, young man, that I'm your father and don't ever use that tone with me again or I'll give you a spanking!

Will the witness stop badgering the counsel!

Your Honor, I move for a **dismissal** of **all** the **charges.**

On **what grounds?**

On the grounds that I have some **incriminating photos** of **Your Honor skinny dipping** with a **young lady**...

Case **dismissed!**

For **lack of evidence?**

No, for **too much** evidence!

LAWYERS BRIEFS

**Diminique!** You're **not dead!**

**No,** I **always** act this way. Flake, **where** did you get **those** pictures?

From **my high school** photo album

Even **I'm** not **surprised** by this turn of events

WIG

Can I ask you ladies **one more question?**

You want to know if we thought **Flake** was **really guilty?**

No, I want to know **why** you **change** your **clothes** in almost **every single** panel.

12

It's **strictly** business. This program is like one long **commercial** for the **Die-nasty Fashion Line.**

The **fools** who watch us think that **wearing** the Die-nasty look will make **them glamourous** and **exciting** like **us.**

**Don't** forget the **bottom** line. **We** get a **percentage** of all **sales.**

Oooh, look! This is the **same suit Krysdull** wore when attacked by her doctor. **Only** $1000!

This is the **blouse** Alecchis wore when **seducing** that **jockey.**

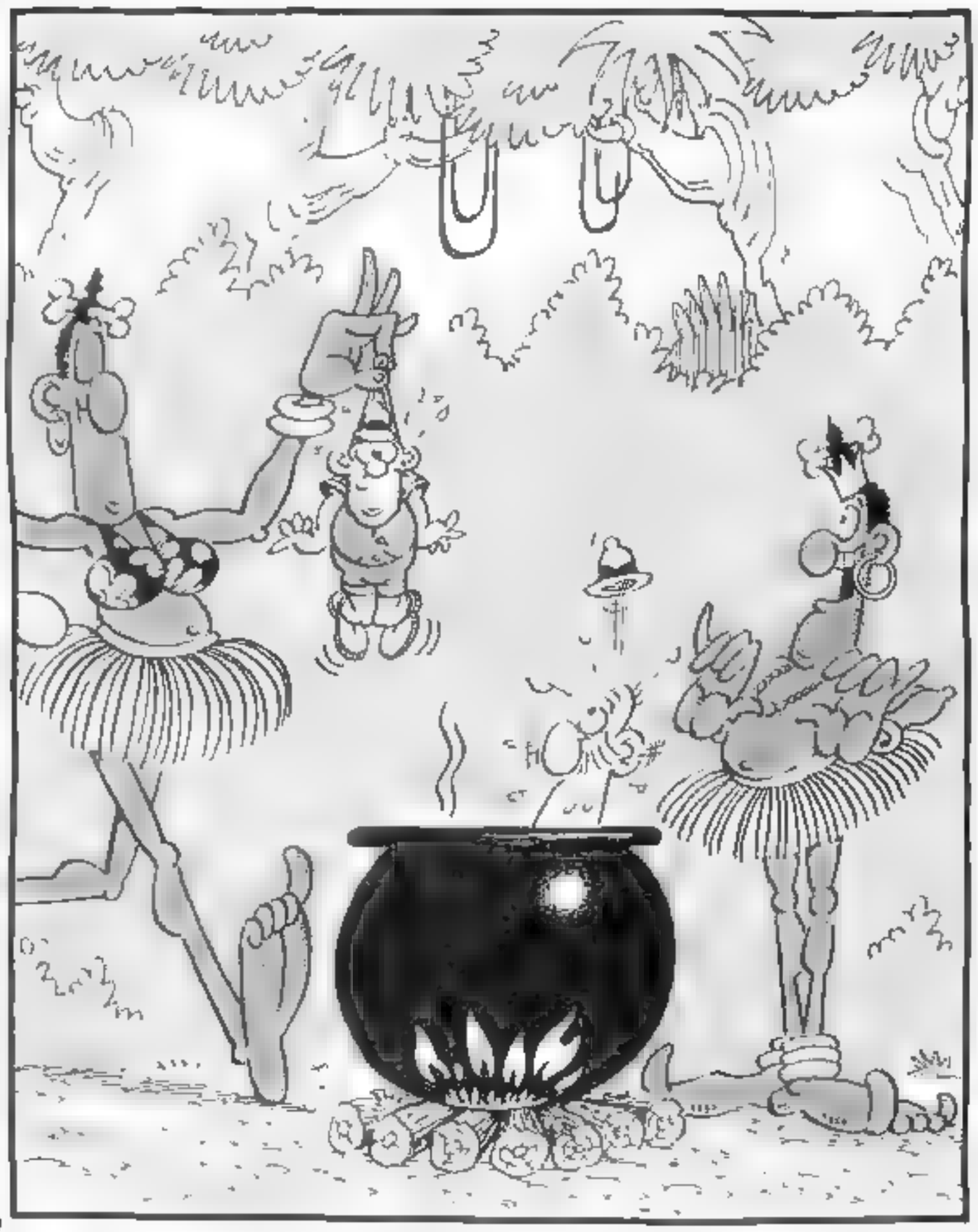
Irving, I'm wearing **Krysdull's** perfume. Does it **do anything** at **all** for you?

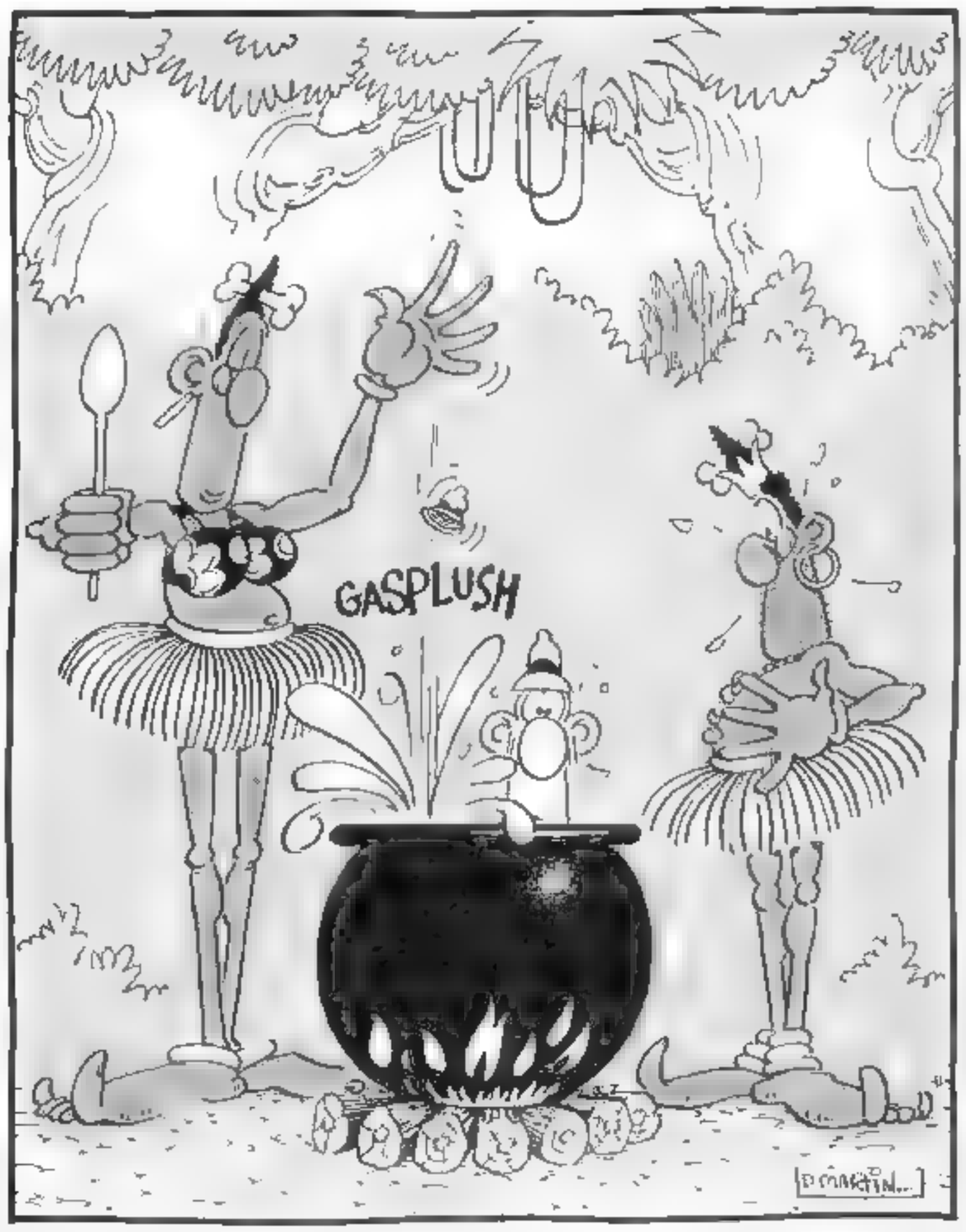
**Yeah,** Velma, it's **making** me (gag) **nauseous!**

FLOWERS

DON MARTIN DEPT. PART I

# ONE FINE SUNDAY AFTERNOON IN THE JUNGLE



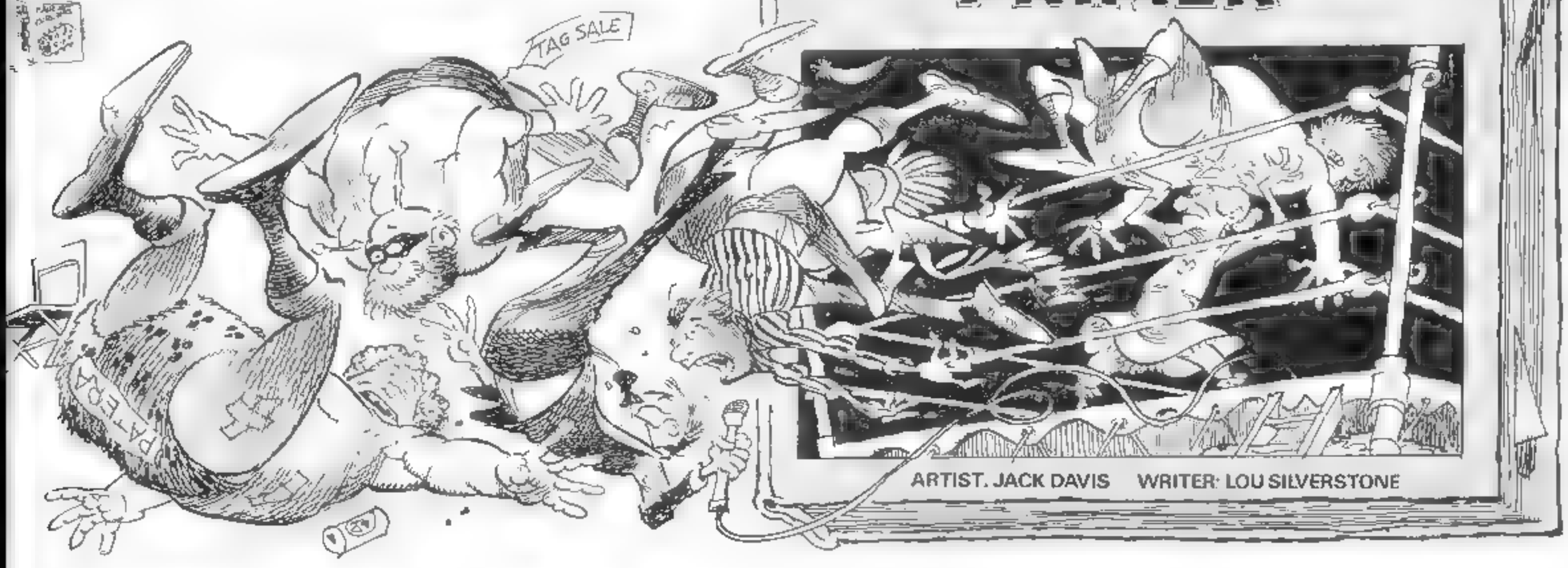



WILL M. JACOBS

## RINGSNIDE SEAT DEPT.

Pro Football is slipping in popularity because the guys in charge have decided to cut down on the violence. They've even made it illegal to dance after creaming an opponent. And our other violent sport, Hockey, is also cleaning up its act. It's cutting down on fighting, and a player can be suspended just for conking somebody with his stick. So fans have been looking elsewhere for their sports entertainment, and they are turning in increasing numbers to that old standby, Wrestling...which is our excuse for presenting another of our ridiculous Primers.

# THE MAD WRESTLING PRIMER

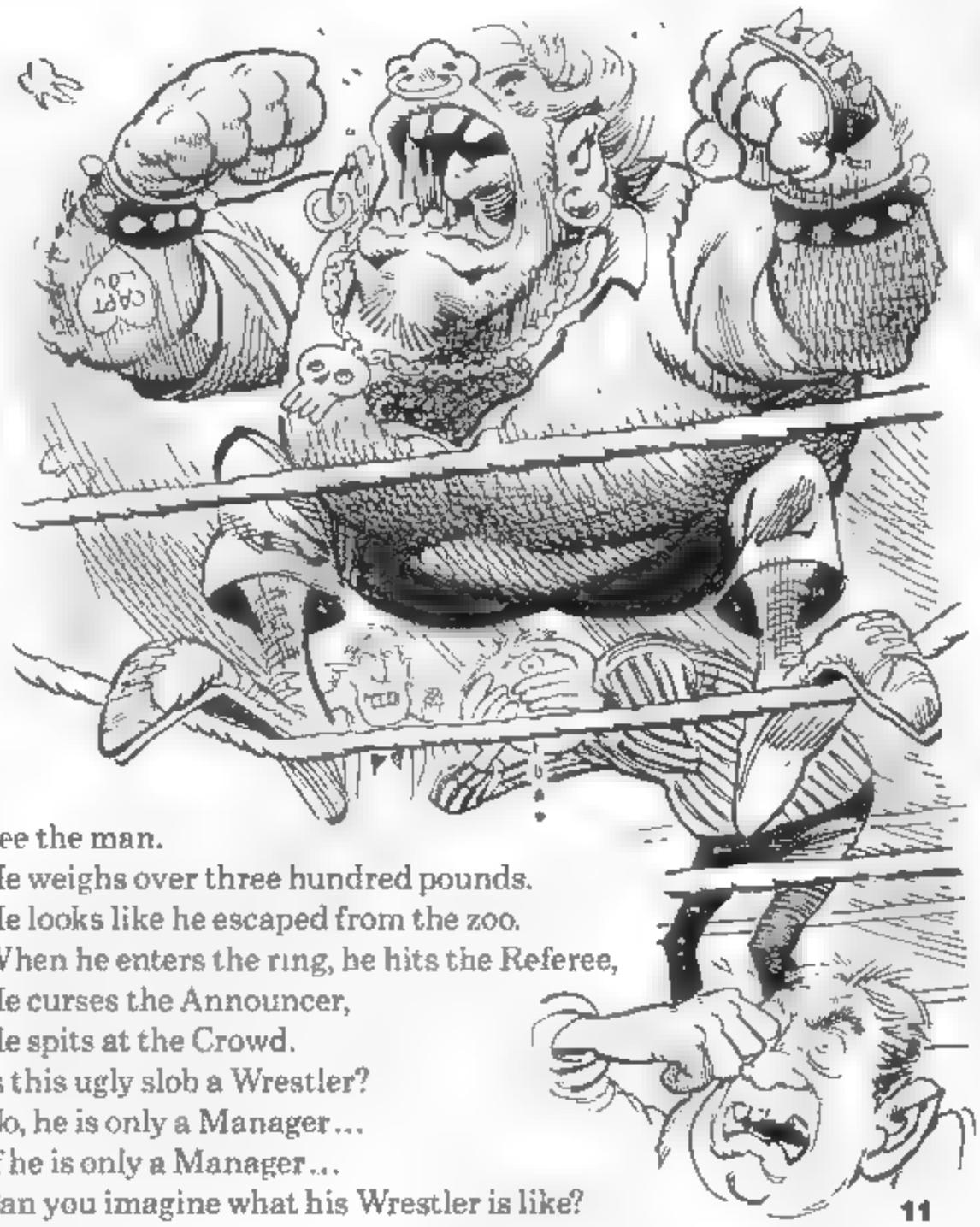



ARTIST: JACK DAVIS WRITER: LOU SILVERSTONE

### Chapter One

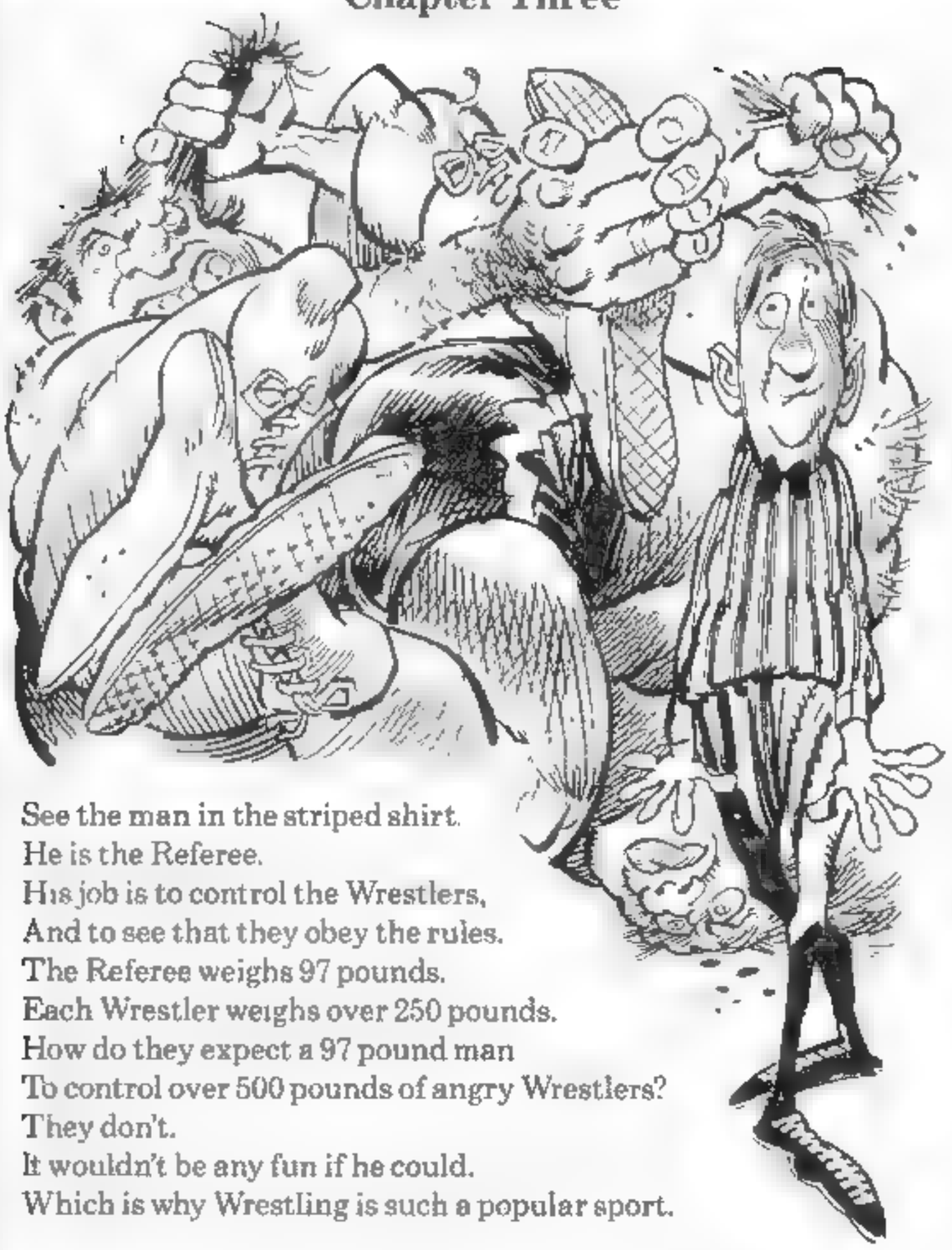
See the people standing on line.
It is a long, long, long line.
There are Doctors and Lawyers on line.
There are Artists and Writers on line
There are Teachers and Brokers on line.
They are waiting to buy tickets to a Wrestling Match.
Do they enjoy Wrestling because they like violence and bloodshed?
No... they claim they like to watch Wrestling for the laughs.
They also claim they like to read "Playboy" for the interviews.

### Chapter Two




See the man.
He weighs over three hundred pounds.
He looks like he escaped from the zoo.
When he enters the ring, he hits the Referee,
He curses the Announcer,
He spits at the Crowd.
Is this ugly slob a Wrestler?
No, he is only a Manager...
If he is only a Manager...
Can you imagine what his Wrestler is like?

## Chapter Three



See the man in the striped shirt.
He is the Referee.
His job is to control the Wrestlers,
And to see that they obey the rules.
The Referee weighs 97 pounds.
Each Wrestler weighs over 250 pounds.
How do they expect a 97 pound man
To control over 500 pounds of angry Wrestlers?
They don't.
It wouldn't be any fun if he could.
Which is why Wrestling is such a popular sport.

## Chapter Four

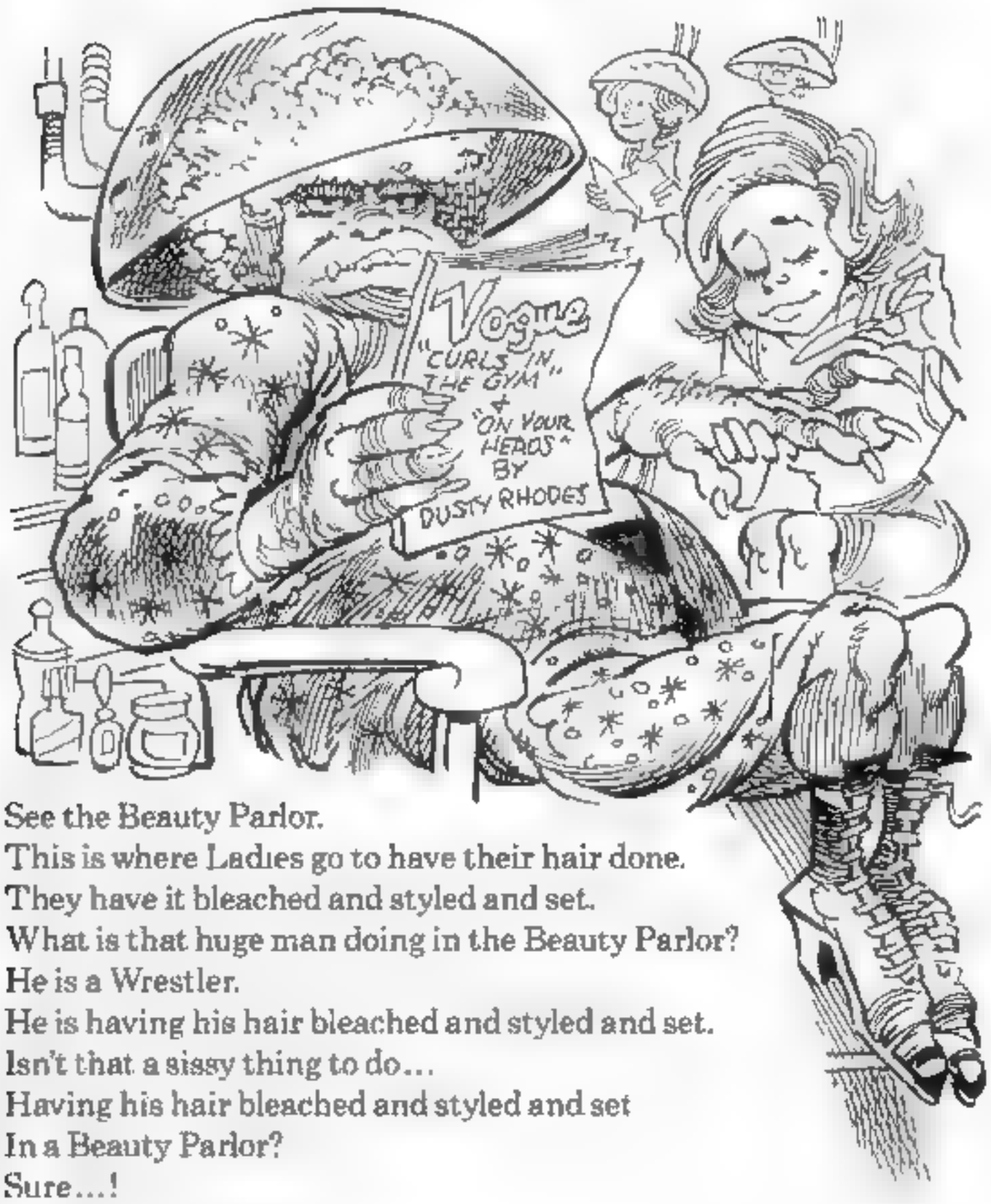
See the terrifying man.
He is a Wrestler.
He is "The Wild Man From Borneo."
He bites the ropes.
He bites the microphone.
He bites the Referee.
What does he do to his opponent?
Don't ask.
His Manager claims he found him in the jungles of Borneo.
He really found him working in a "7-11 Store" on Staten Island.
Why do they call him "The Wild Man From Borneo"?
Would you pay $12 to see "The Grocery Bagger From Staten Island"?

## Chapter Five

See the Wrestlers.
The one on the left is an American Indian.
His name is "Chief Bloody Scalp."
His favorite hold is "The Tomahawk Decapitator."
Next to him is "Captain U.S."
His favorite hold is "The Red, White & Blue Eyeball-Gouger."
Next to him is "The Polish Assassin."
His favorite hold is "The Warsaw Light Bulb Twister."

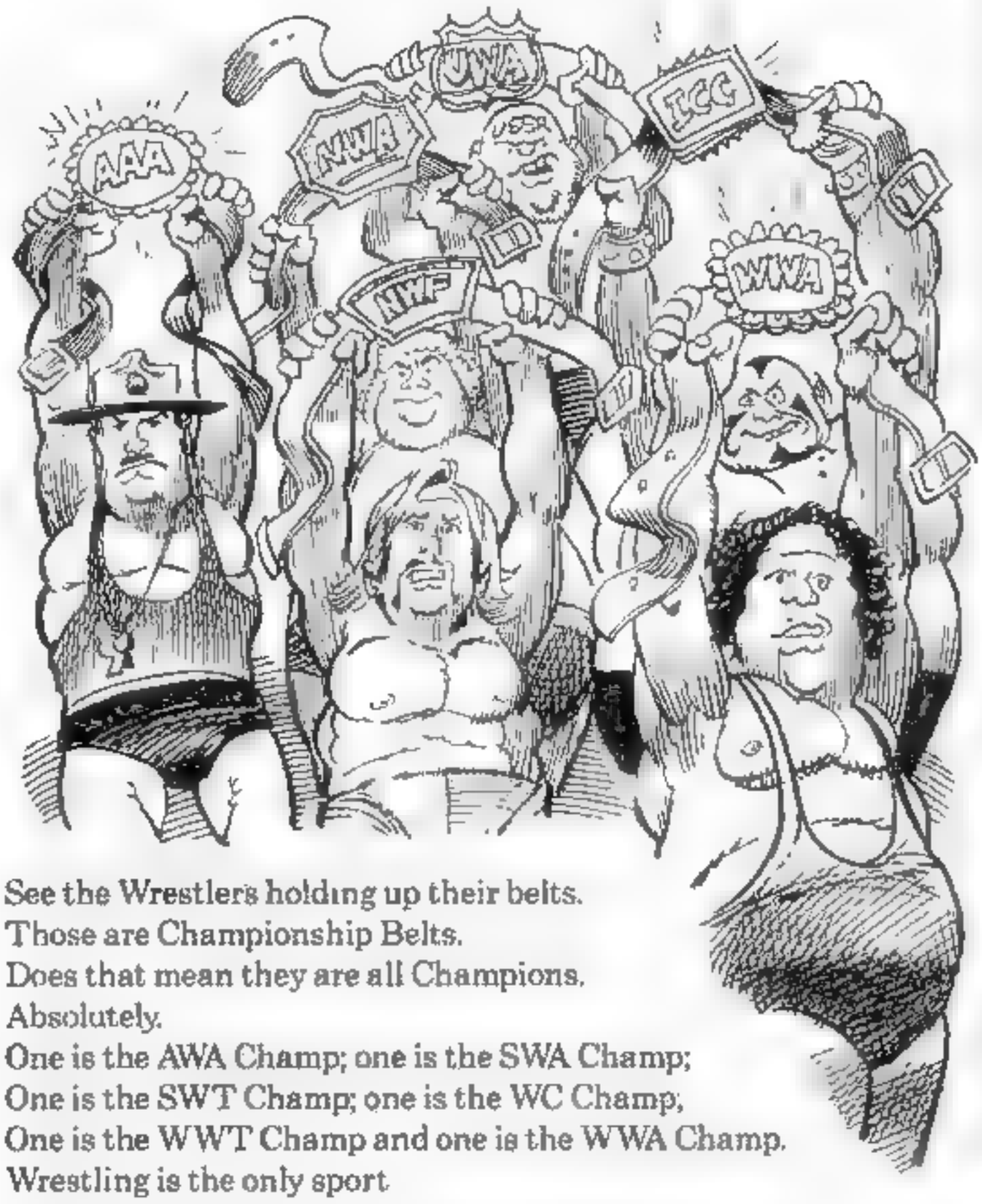
Now see the last Wrestler on the right.
He doesn't have a fancy name.
He doesn't have a flashy costume.
He doesn't even have a gimmicky hold.
He's just an expert in Scientific Wrestling.
This guy is never going to make it
As a Professional Wrestler
Even if he was the National Amateur Champion.

## Chapter Six




See the Beauty Parlor.
This is where Ladies go to have their hair done.
They have it bleached and styled and set.
What is that huge man doing in the Beauty Parlor?
He is a Wrestler.
He is having his hair bleached and styled and set.
Isn't that a sissy thing to do...
Having his hair bleached and styled and set
In a Beauty Parlor?
Sure...!
But YOU tell him!

## Chapter Seven

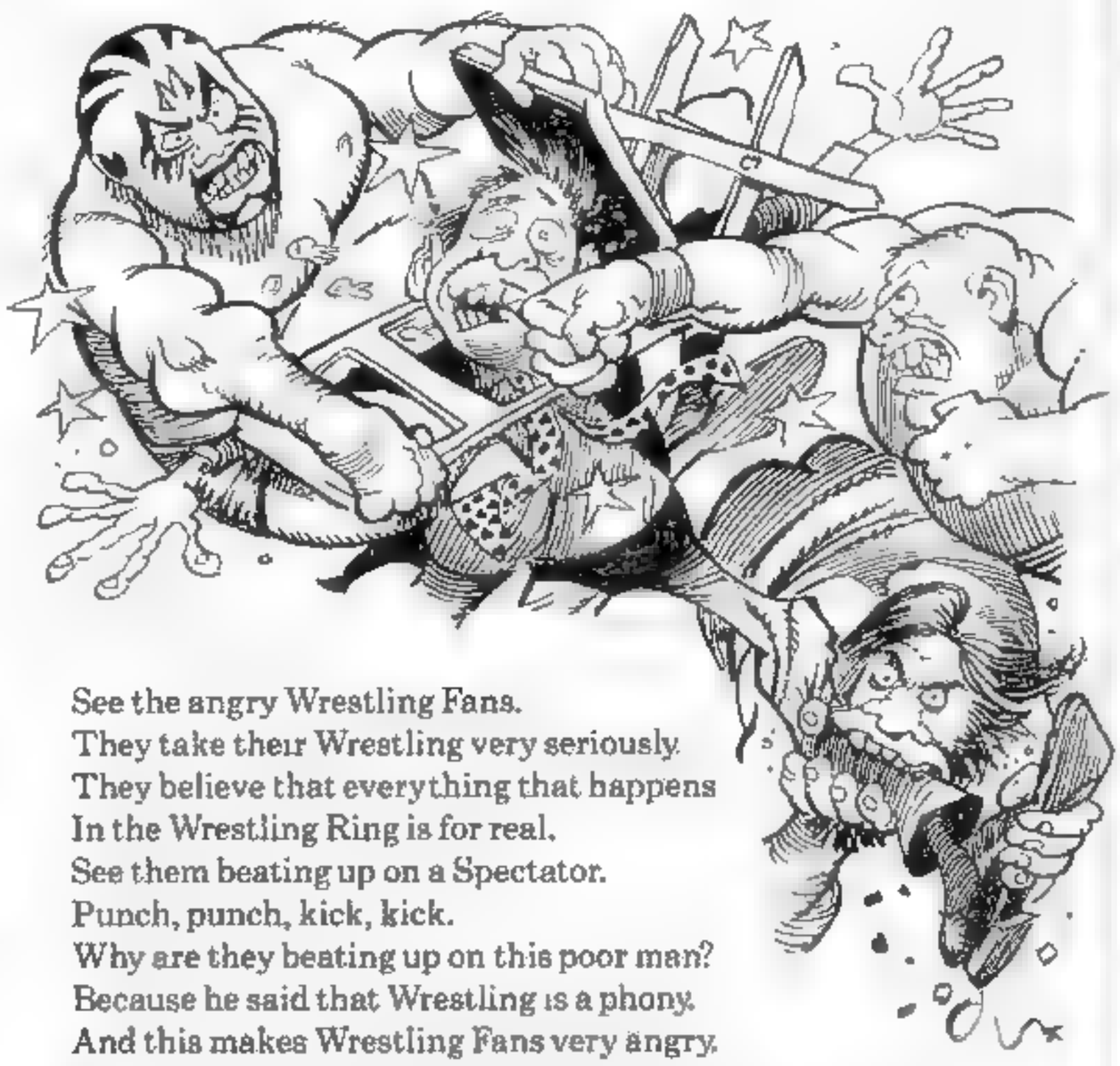



See the Wrestlers holding up their belts.
Those are Championship Belts.
Does that mean they are all Champions.
Absolutely.
One is the AWA Champ; one is the SWA Champ;
One is the SWT Champ; one is the WC Champ,
One is the WWT Champ and one is the WWA Champ.
Wrestling is the only sport
Where there are more Championa than Challengers.

## Chapter Eight

See the Wrestlers on TV
They look like two fat slobs.
But the Announcer says they're in great shape.
They aren't doing anything but falling on top of each other.
But the Announcer makes their match sound like World War III.
Is there something wrong with the Announcer's eyes?
No... he can see very well.
He can see himself on the Unemployment Line
If he tells it like it is.

## Chapter Nine



See the angry Wrestling Fans.
They take their Wrestling very seriously.
They believe that everything that happens
In the Wrestling Ring is for real.
See them beating up on a Spectator.
Punch, punch, kick, kick.
Why are they beating up on this poor man?
Because he said that Wrestling is a phony.
And this makes Wrestling Fans very angry.
P.T. Barnum would have loved Wrestling.
Because he said "There's a sucker born every minute."
Too bad the angry Wrestling Fans can't see
That the Spectator they're beating up on
Is the only one who's really getting hurt in the Arena tonight.

**FOR BETTOR OR WORSE DEPT.**

Nowadays, politicians seek to avoid raising taxes because they also seek to avoid being booted out of office by voters who don't want their taxes raised. That's why Legalized State Lotteries were born. Lotteries enable state and local governments

# RAISING MONEY W
# OF LEGALIZED

to squeeze a few more dollars out of us painlessly by offering us a million-to-one chance to become rich. However, since many aspects of our daily lives are a gamble, MAD can see the day when a good thing is carried to an extreme, and they'll be...

# WITH OTHER FORMS GAMBLING

ARTIST: GEORGE WOODBRIDGE
WRITER: TOM KOCH

FOO
31
BASKING-ROBBERS ICE CREAM
YOUR 20¢ BET WINS $5 ... IF YOU CORRECTLY ESTIMATE HOW MANY OF OUR 31 FLAVORS WE'RE OUT OF TODAY
BUSY BULL BUTCHER SHOP INC.
OFFICIAL STATE LOTTERY STATION
BET 25¢ WHEN YOU TAKE A NUMBER TO BE SERVED... WIN $50 IF YOUR NUMBER IS CALLED WITHIN AN HOUR
FLIP'S FLOB HOUSE
PARA-MUTUAL COCKROACH RACING NIGHTLY
HIT THE DAILY DOUBLE AND WIN A CLEAN TOWEL AND SOAP!
CITY LICENSED FOOD LOTTERY OFFICE
MOM & POP'S CAFE
A $1 BET WINS $15
IF YOU CAN NAME THE INGREDIENTS OF TODAY'S HASH
AN EXTRA $10. BONUS IF YOU CAN NAME IT WITHOUT THROWING UP
PINK & STRIP PARKING
PARKING $3.00 AN HOUR
LOTTERY 35¢ A TICKET
GUESS WHICH ACCESSORY WILL BE MISSING FROM YOUR CAR WHEN YOU COME BACK AND WIN A $2 CASH REFUND
APOTHECARY
PHRED PHERGUSON'S PHARMACY
BUY A 50¢ CHANCE WHEN ORDERING YOUR PRESCRIPTION---AND WIN A YEAR'S SUPPLY OF UPPERS!
TODAY'S GRAND PRIZE PRESCRIPTION NUMBER:
268092
PARKING LOTTERY
30 MIN WIN $25-
31 MIN LOSE $50
GREASY'S AUTO REPAIR
BUY A TICKET IN OUR CITY-APPROVED SWEEPSTAKES!
COME WITHIN $75 OF GUESSING HOW MUCH YOUR TRANSMISSION JOB WILL COST YOU AND WIN A FREE OIL CHANGE!
1763
15

HEAVING CAN'T WAIT DEPT.

**How often have you read a label with the words, "Warning: Contains Harmful Chemicals. In Case of Swallowing, Induce Vomiting Immediately". Good advice, but *how* do you "Induce Vomiting Immediately". You can stick your finger down the victim's throat, but let's face it! How many people do you really care enough about that you would shove**

# THE MAD EMERGENCY BA

# THE POTRZEB

ARTIST: AL JAFFEE

It is first important that you determine if the Potrzebie Maneuver is necessary. Smacking the victim upside their head while screaming something along the lines of, "Schmuck! Did you just drink that bottle of

## WHAT YOU WILL NEED

ONE VICTIM — ONE STURDY CHAIR

87 INCHES OF STRONG ROPE

SEVERAL HUNDRED DOLLARS (in cash) — ONE TELEVISION SET (color)

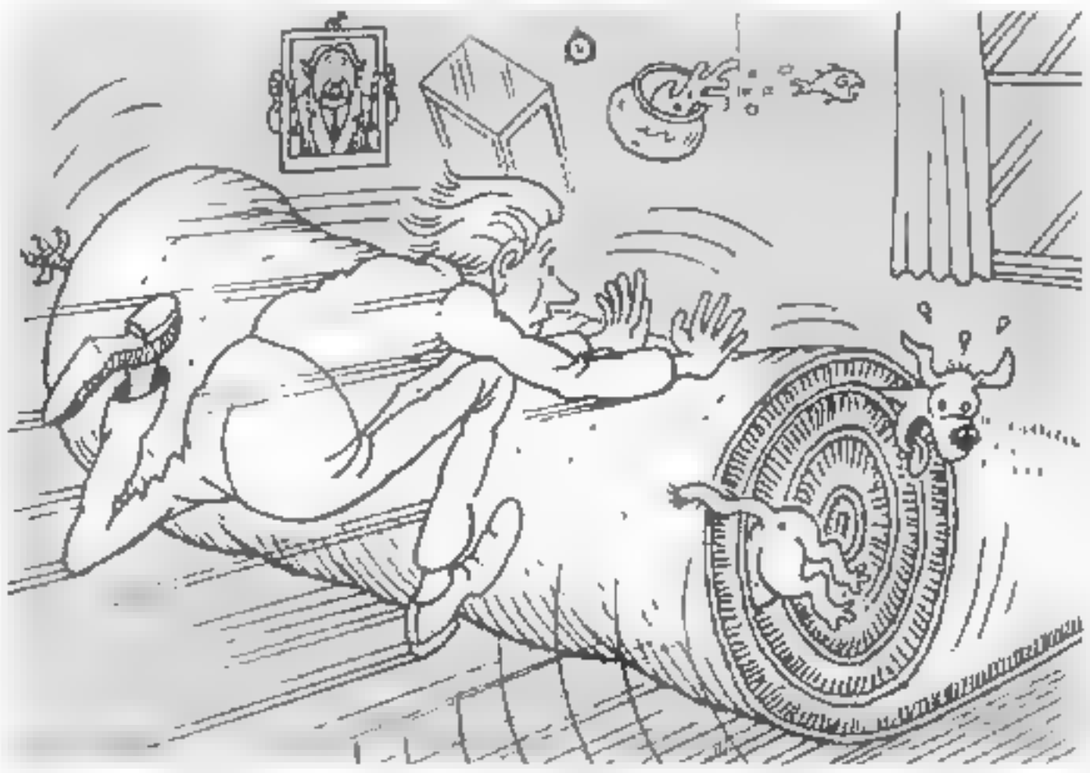
VIDEO CASSETTE RECORDER (with remote control) — ONE STEREO SYSTEM (with cassette deck)

L.L. BEAN RAINCOAT WITH MATCHING RUCK BOOTS (your size)

ONE BULL HORN — AT LEAST ONE LADIES' MAGAZINE

ONE OFFICIAL BOY SCOUT COMPASS

### STEP ONE



Immediately clear the room of all your valuable and/or stainable possessions. (The Potrzebie Maneuver *never fails*!) If you have wall-to-wall carpeting, we suggest you call up some friends and have them come over to help roll it up. If you don't have wall-to-wall carpeting, we suggest that you wait for a sale before buying some.

### STEP FOUR

Turn on your stereo and pop in an endless loop cassette of Debbie Boone singing "You Light Up My Life". Should you not own a copy of this prized recording, virtually any love song by Barry Manilow or Lionel Richie will do. Turn the volume button to "Loud". Within 60 seconds, the victim should begin to break into a cold sweat. Moaning and writhing is also very common.

### STEP FIVE

Open a copy of "Good Housekeeping" or "Reader's Digest". Turn to the article on Marie Osmond in which Marie tells of the joys of being a mother and how she's glad she waited until she was married to refer to her husband by his first name

**your finger down *their* throat...and then wait around till they barfed?!? Yecch! And even if you were willing to do it, what happens if you've got short stubby fingers? Do you go in up to your elbow? No, in this age of space shuttles and Tupperware, there's got to be a better way to get someone to lose their lunch. And there is! Introducing...**

# RF-INDUCING TECHNIQUE
# JE MANEUVER

WRITER: JOHN FICARRA

Woolite?" usually clears up this question swiftly and effectively. If it is determined that the Potrzebie Maneuver is required, act quickly and calmly. Follow each of the steps listed below for professional results.

## STEP TWO

Using the 97 inches of strong rope, tie the victim securely to a sturdy chair in the center of the room, facing northwest. Loosen the victim's shirt collar and remove his shoes (or vice versa).

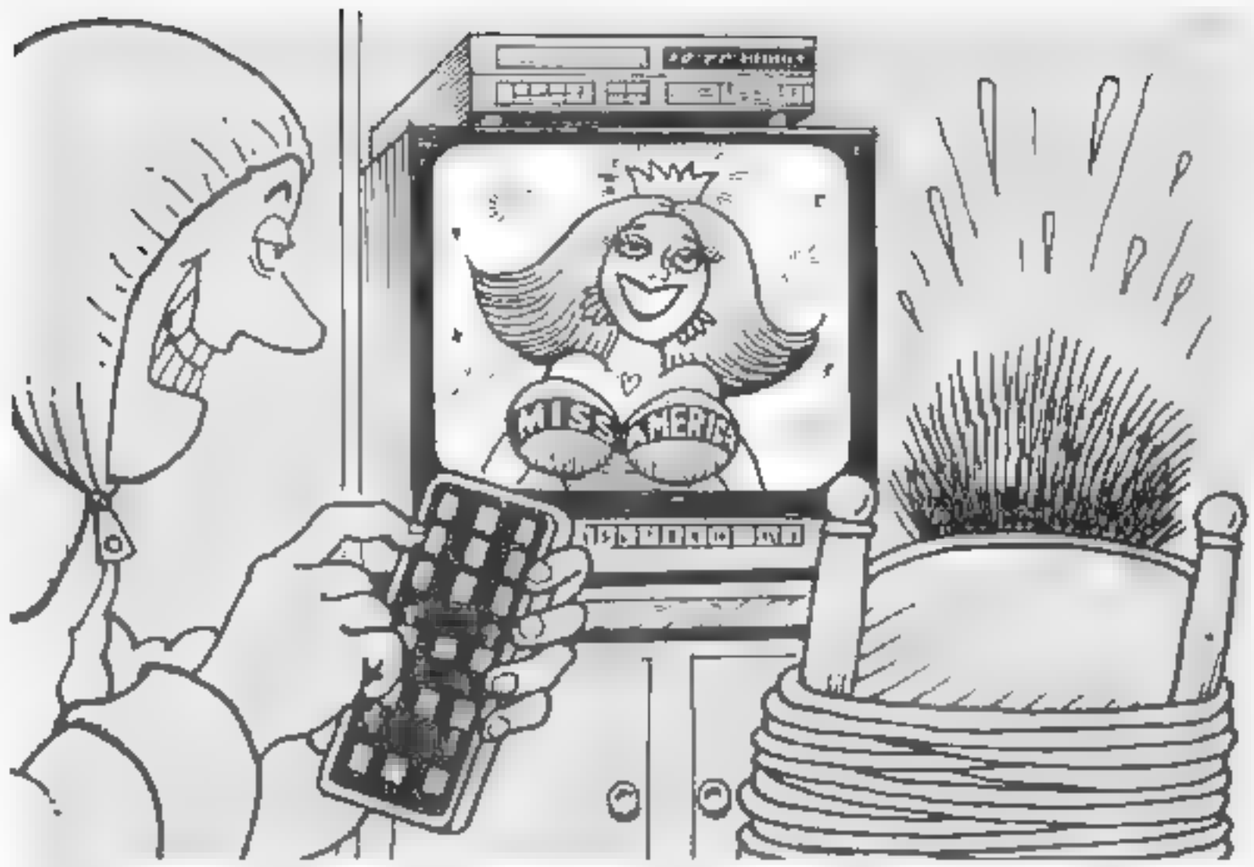
## STEP THREE

Run down to the nearest shopping mall and purchase one of everything that has a Smurf on it. (Clothing, lunch boxes,t-shirts etc) Bring these few hundred items home and display them so they completely encircle the victim. A general feeling of discomfort should immediately be evident on the victim's face. (Note: In the unlikely event that the store is sold out of Smurf stuff, several hundred "Hello Kitty" items will serve the same purpose nicely.

Using a bull horn, read the entire article out loud to the victim, pausing when necessary to holdup any pictures of Marie and her baby that might accompany the article. Your victim should now be twitching wildly. Do not be alarmed by this or if the victim's tongue hangs limp and lifeless out of his mouth. It is imperative that you be strong at this point and ignore all pleas by the victim, however pathetic, for you to stop administering the Potrzebie Maneuver.

## STEP SIX

The victim should now begin to be disoriented and show signs of getting ready to heave-ho, such as drooling or moaning "Oh my God, I'm gonna be sick!" Quickly put on your L.L. Bean coat and Duck Boots!



Using remote controls from a nearby room, click on your TV and Video Cassette Recorder. Pop in a previously-recorded tape of any Miss America pageant and fast-forward to the part of the program where the five finalists tell how, if they win, they will use the Miss America title to promote peace and end world hunger.

**NOTE:** If a tape of the Miss America Pageant is not available, any of the following programs may be used in its place.

Any of Carvel's "Cookie Puss" ads;
"The Old Time Gospel Hour" starring the Rev. Jerry Falwell;
Any episode of "The Love Boat" in which Charo, Bert Convey or Barbi Benton guest starred;
... Any episode of "Fantasy Island" in which Charo, Bert Convey or Barbi Benton guest starred;
...Richard Nixon's "Checkers" speech;
...Richard Nixon's "I am not a crook!" speech;
...Richard Nixon's resignation speech;
...Any acceptance speech delivered at "The People's Choice" Awards Dinner;
...Any rerun of "Little House On The Prairie" filmed after the Ingles' oldest daughter went blind

By now the victim should be tossing his cookies all over the place, but preferably all over the Smurfs. Congratulations on saving yet another human life! But in the unlikely event that the victim still has not barfed, there is one last-ditch step to the Potrzebie Maneuver. While critics have labeled this step "barbaric", "sadistic" and "extremely not nice", it nevertheless has never failed to make even the toughest person cough up their guts. WARNING: USE "STEP Y" ONLY IF ALL ELSE FAILS!!!

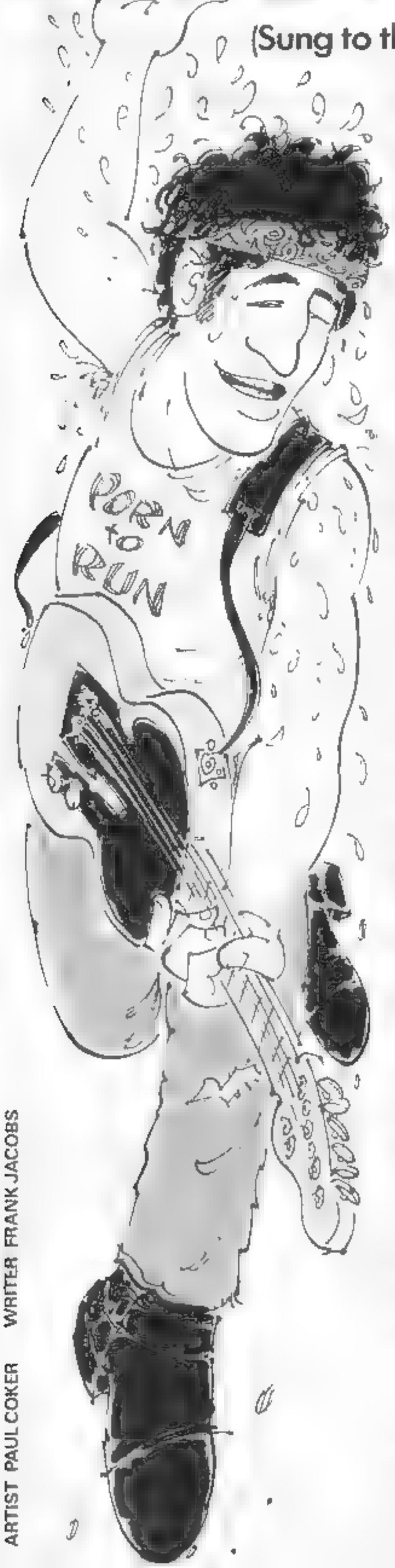
## STEP "Y"

Pick up the current issue of MAD Magazine. Either alone, or with the same friends who helped you roll up the wall-to-wall carpeting back in step number one, act out all parts of Dave Berg's "The Lighter Side Of..." directly in front of the victim. WARNING! MAD assumes no responsibility should you elect to use this extreme measure!!!

**Know what's fast becoming the most popular U.S. indoor pastime? The hottest pastime, as the following song will tell you, is...**

# PORN IN THE U.S.A.

(Sung to the tune of Bruce Springsteen's *Born in the U.S.A.*)




Porn... now... real-ly gets a-round;
Yet we know a place... most porn is found;
No one's goin' out... to down-town flicks—
Home is where it's at... for all your kicks.

Porn... in the U. S. A!
Dig that porn in your home today!
Red-hot porn goin' all the way!
Porn... in the U. S. A!

No sneakin' in some sleaz-y show—
Scared you might be seen by folks you know;
Watch it in your house—a-void the shame;
Chances are that they... are doin' the same.

Porn... in the U. S. A!
Far-out porn, and it's here to stay!
They've got porn if you're straight or gay!
Porn was born in the U.S.A.

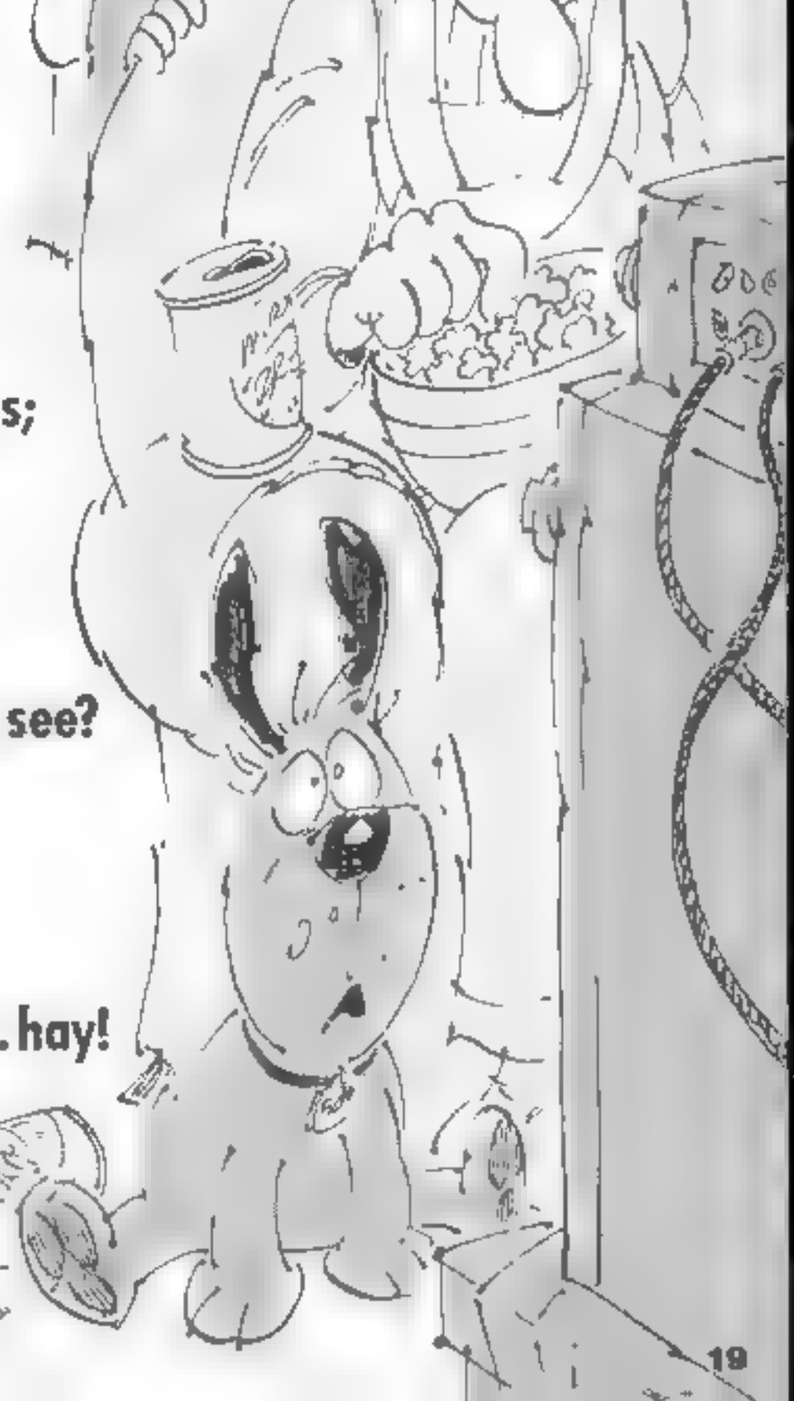
Rent from a shop where the wild films are;
Watch 'em on your private V.C.R.;
Groove the latest tricks of a hot porn star!

Get a load of all those un-cut scenes—
Now you really know what "boob-tube" means;

Dem-o-crats fight the G. O. P;
Labor's in a battle with in-dust-ry;
Though it's surely true they dis-a-gree,
When they all go home, guess what... they... see?

Porn... in the U. S. A!
Home-style porn goin' night and day!
Porn... in the U. S. A!
And it sure beats *Dallas* when you're in... the... hay!

Porn... off the wall today!
Porn... have a ball today!
Porn... get it all today!
Any-time that you want it in the U. S. A!



ARTIST PAUL COKER WRITER FRANK JACOBS

## FIGHTING

Go ahead! Make my day!
One more insult from you and I'll make your nose come out the back of your skull!
Calling a moron like you an "idiot" is a compliment!
My God What happened to you?
I made someone else's day!

BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## WOMEN

Daddy, are there any women working in your office?
Some years ago a directive came down from the top that we had to hire females, so I hired a woman who wasn't really qualified!
How did it work out?
Terrible! Horrible! It was a disaster!
Today she's my boss!

Mr Wade can I have a raise?
No! I can't help it if you don't know how to manage money!
Okay, if that's the way you feel about it! But you should know, there are many companies after me!
It doesn't surprise me— the electric company, the telephone company, the finance company. .

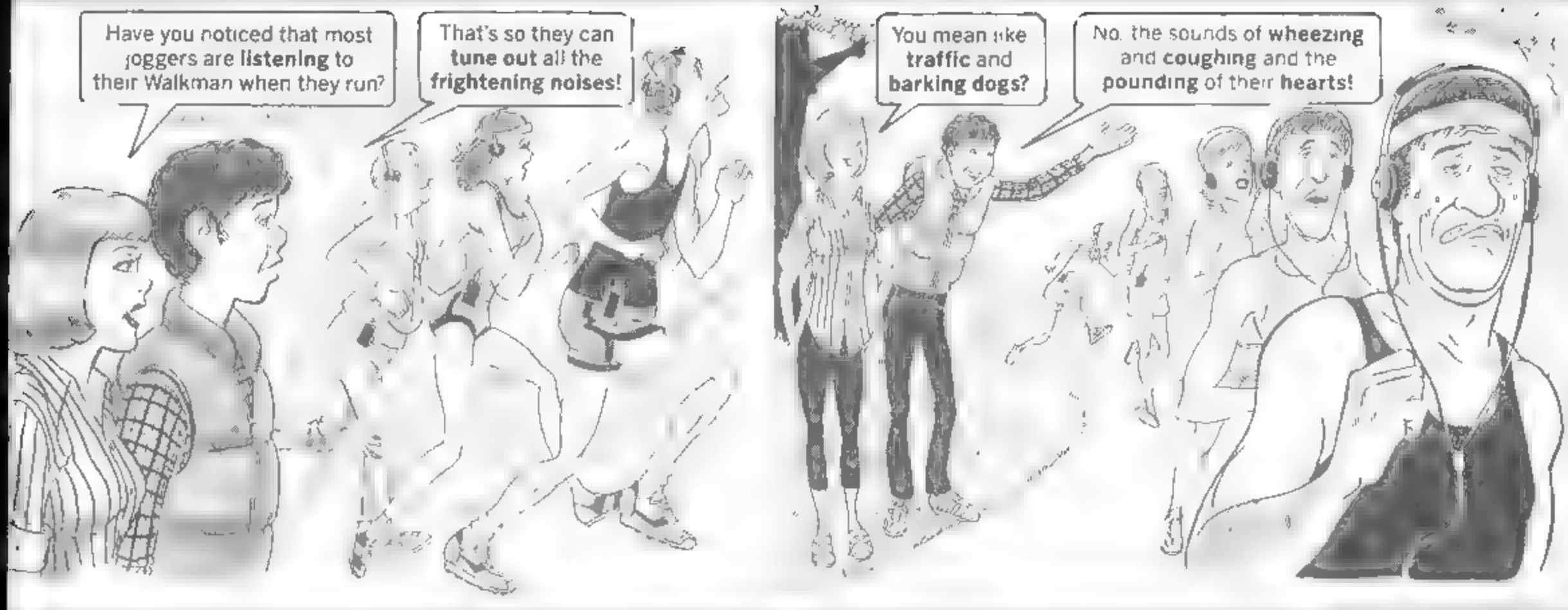
# R SIDE OF...

ARTIST & WRITER
DAVE BERG

## WEDDINGS

Whoever made it the custom for the bride's family to pay for the wedding should have a double hernia! I just shelled out a small fortune for my daughter's extravaganza!
I know how you feel! I had to pay for both my daughters when they were married!
I should be so lucky! I had to pay for three weddings...
For the same daughter!
3
4

# JOGGING


Have you noticed that most joggers are **listening** to their Walkman when they run?
That's so they can **tune out** all the **frightening noises!**
You mean like **traffic** and **barking dogs?**
No, the sounds of **wheezing** and **coughing** and the **pounding** of their **hearts!**

# CRIME

Hello, **police?** My **clothing store** was just **held up** by some rotten **crook!**
Try to calm down! What's the **address?**
114 Main Street!
Can you **describe** the **thief?**
I don't remember the **face,** but **one** thing's for **sure...**
he was a **42 long!**

# COMMUNICATION

John, I'd like your **opinion** about my **new outfit...**
Now **that's** what I call a **dress!**
What about my **shoes?**
**Nice** is **not the word!**
And this **matching purse?**
What can **anyone say** about such a purse?

## TELEVISION

There's a great movie on TV tonight!
Ah, who wants to see it with a. those darn commercial interruptions!
Are you kidding? The commercials are the most important part!
Without those interruptions, I'd never get my homework done!

## COMPANY

I'm having some very important people over tonight! I'm counting on you to help me make a good impression!
I'll be on my best behavior! You want me to wear my suit and tie?
No, that won't be necessary!
Then what do you want me to do?
Just keep the door of your room tightly shut!

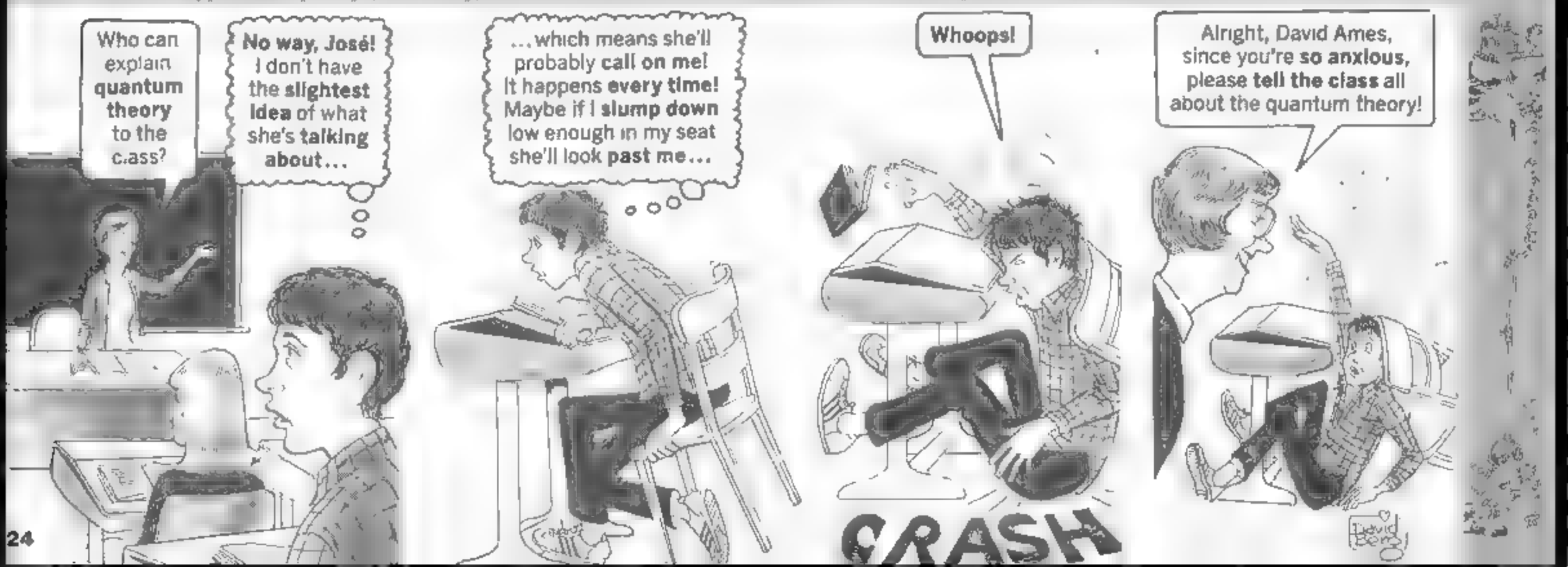
Oh, John, you're such a wonderful, sincere person! And you've got such great taste!
It's truly amazing how much you can say without saying a damn thing!

# HEALTH

What did the doctor say?
He's talking **bypass!**
**Bypass?** My gosh! That's **serious!**
I'll say it is!
He wants me to **bypass pizza, bypass burgers** and **fries, bypass ice cream,** and **bypass** all the other stuff I **love!**

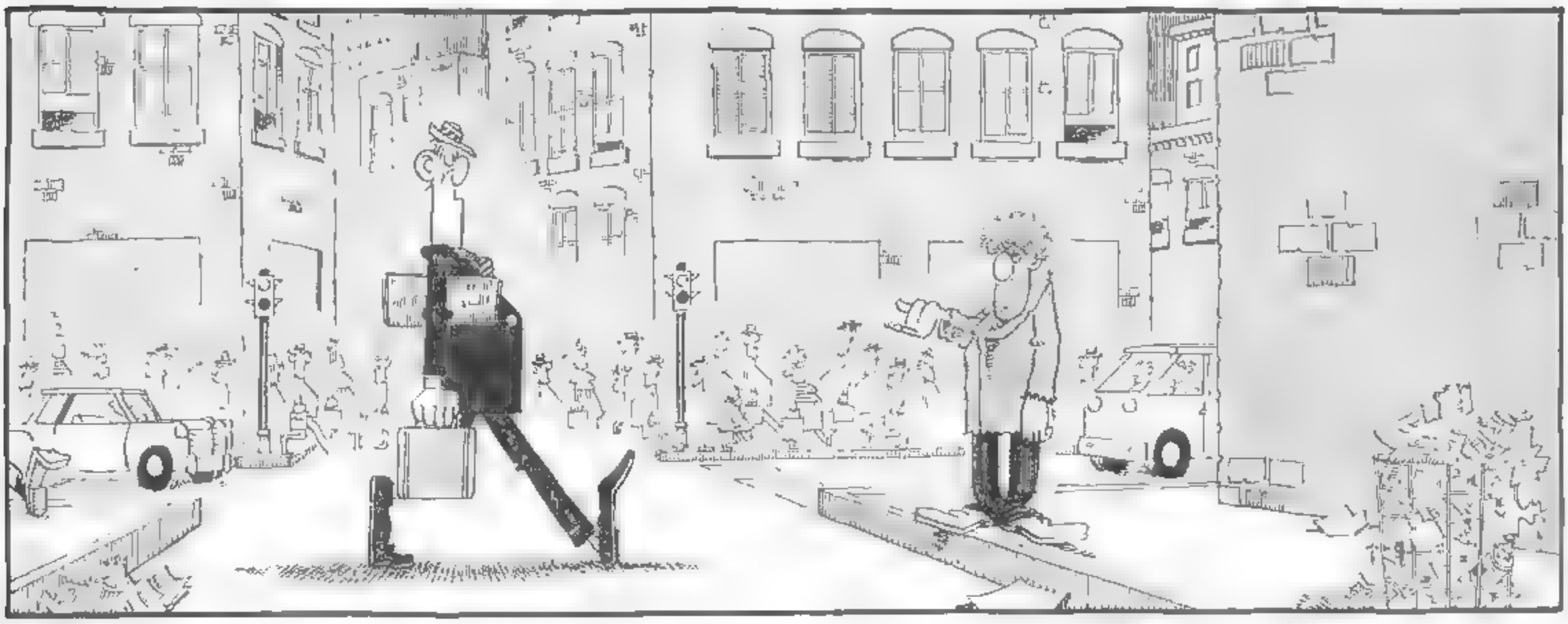
# RELATIONSHIPS

# SCHOOL


Who can explain **quantum theory** to the class?
**No way, José!** I don't have the **slightest idea** of what she's **talking about...**
...which means she'll probably **call on me!** It happens **every time!** Maybe if I **slump down** low enough in my seat she'll look **past me...**
**Whoops!**
CRASH
Alright, David Ames, since you're **so anxious,** please **tell the class** all about the quantum theory!

DON MARTIN DEPT. PART II

# ONE FINE TUESDAY MORNING UPTOWN



SHELF ABUSE DEPT.

# Join MAD's TRENDY BOOK OF

## THIS MONTH'S TRENDY BOOK CLUB SELECTION...

THE TRENDY
**WORLD WAR II**
**NOVEL**

He was a double agent for Iceland and Albania. She was Charles De Gaulle's dental hygienist. Together, they uncover a secret Nazi formula concealed in a kangaroo's pouch at the Berlin Zoo that can transform chicken fat into nuclear energy and seriously endanger the D-Day landings, thereby altering the result of World War II, and possibly destroying the solar system.

THE TRENDY
**CELEBRITY CHILD-ABUSE**
**BIOGRAPHY**

"When he ran out of cigars, he smoked my pacifier!" "I was subjected to off-key frightening lullabies!" "To this day, he still denies he's my Father!" A precocious 2-year-old boy reveals facts about his 88-year-old celebrity father which...if they are true... will make the cruelties suffered by Bing Crosby's son and Joan Crawford's daughter sound like bedtime stories.

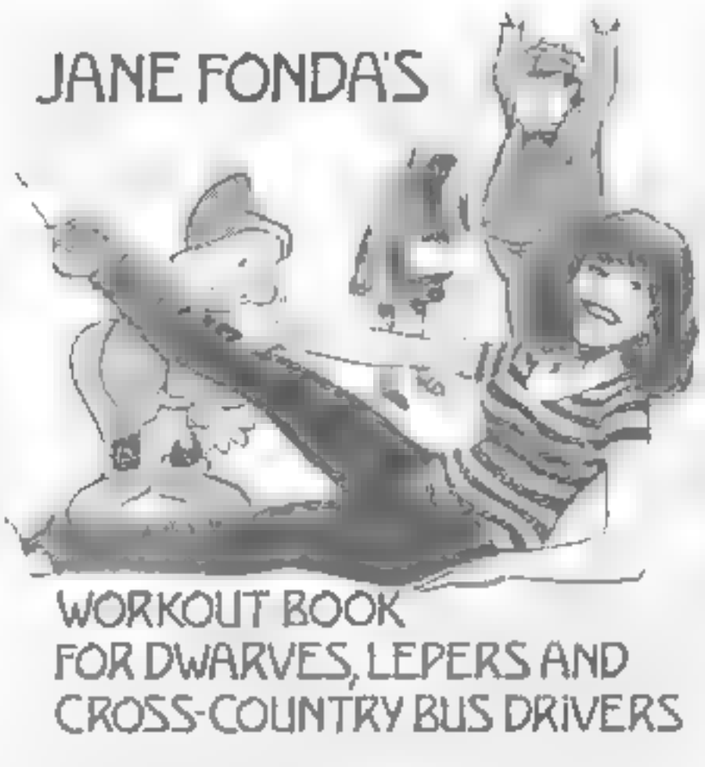
THE TRENDY
**CAT-LOVERS**
**BOOK**

More sensitive than Garfield and less frivolous than Heathcliff, Cassandra —the world's most knowledgeable cat— chats with her mistress about hibachi cooking, unilateral disarmament, the deterioration of downtown Detroit, a plan to feed the world's population, the dangers of jogging, and a host of other diverse subjects that will delight and amuse cat-lovers everywhere.

## THIS MONTH'S TRENDY BOOK CLUB ALTERNATE

THE TRENDY
**DIET**
**BOOK**

From the heartland of Illinois comes this revolutionary new diet, called by its creator "The Diet of the Century!" Learn how the author not only lost 396 pounds in one weekend, but also saw his 280-pound dieting wife vanish completely, and his dieting Cadillac Seville shrink to a Pinto.



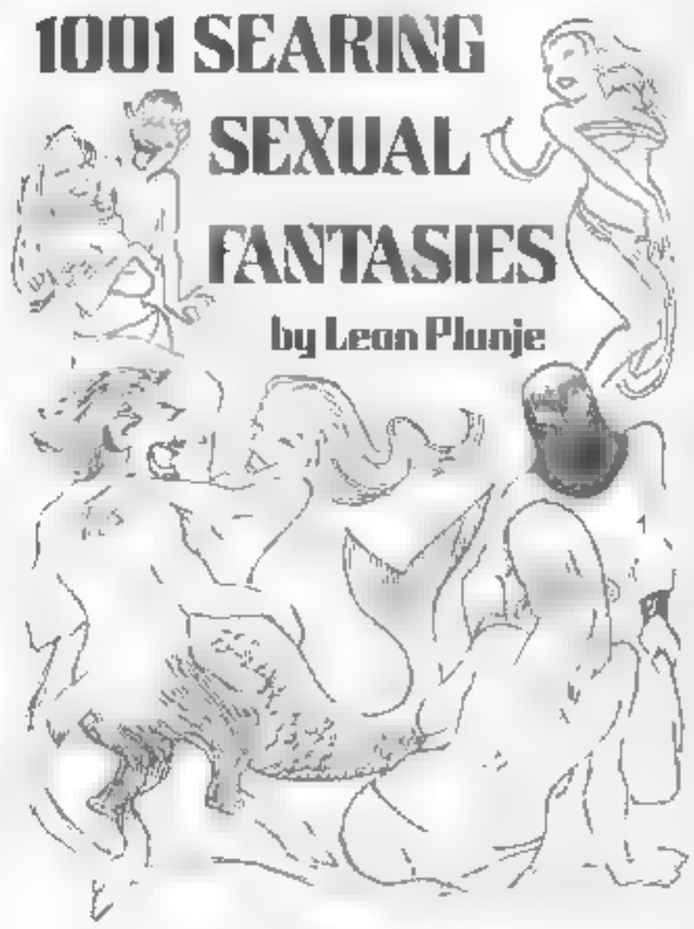
# THE MONTH CLUB

ARTIST: BOB CLARKE WRITER: LARRY SIEGEL

THE TRENDY
**HORROR**
NOVEL

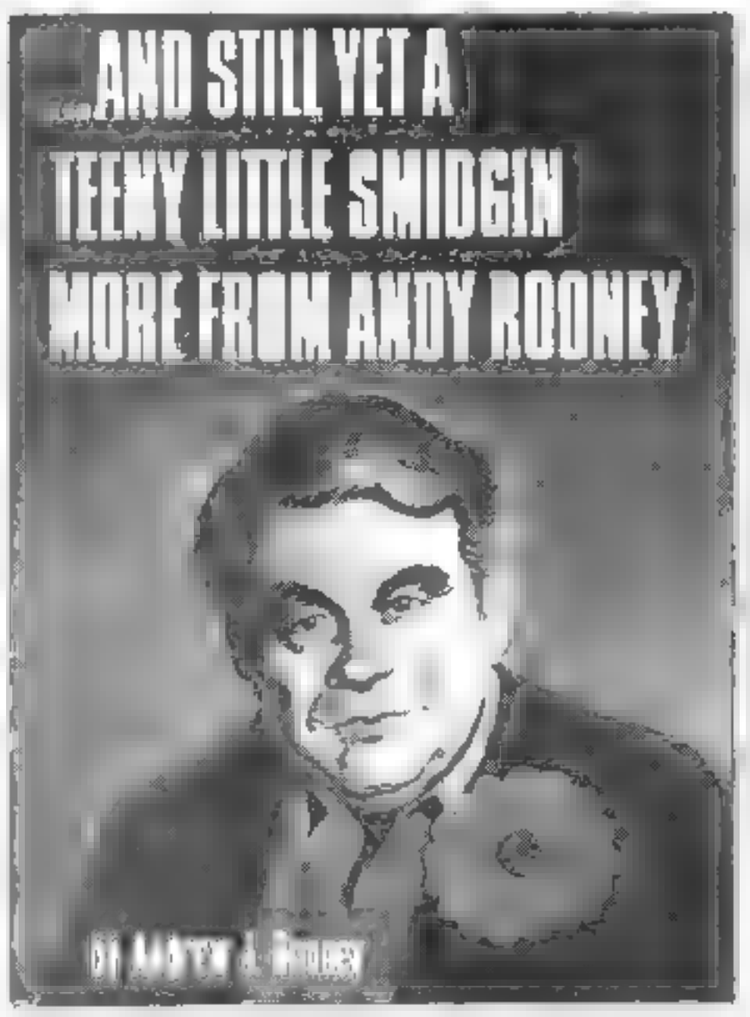
Her father was the brother-in-law of Satan! Her mother was a reincarnated piranha fish! And her Aunt Ann was a comparison shopper for Bloomingdale's! The most horrifying story of all time begins one quiet afternoon in Staten Island, New York, as innocent-looking Belle Zebub wends her way from door to door selling her unique Girl Scout Cookies...made from real Girl Scouts!

THE TRENDY
**SEX**
BOOK




A look at the incredibly exciting and unbelievably disgusting sexual fantasies culled from 1001 disturbed minds and recreated in sharp-focus photos. This book has no phony analyses, no long-winded psychiatric explanations and no pompous (but useless) justifications. It's not even written by a Doctor! It's just pure, nauseating no-frills smut for the entire family!

THE TRENDY
**ANDY ROONEY**
BOOK




In this week's book, Rooney continues last week's insight into the cosmic significance of belly button lint. He also reveals a life-long sexual obsession for unleavened bread, discusses the problems of keeping a praying mantis as a pet in a singles-only apartment, and tells why he hates manhole covers, the letter "H" and pizza pies. A must for Andy Rooney fans everywhere.

## SELECTIONS...

THE TRENDY
**EXERCISE**
BOOK

Once again, Jane proves that nobody is too handicapped, too sick or too troubled to participate in a healthy daily exercise regimen. This book is a wonderful companion piece for Jane's upcoming "Jane Fonda's Work-Out Book For Migrant Fruit Pickers & Kidnapped Oil Company Executives."

**MAD'S TRENDY BOOK OF THE MONTH CLUB**
485 MADison Avenue, N.Y., N.Y. 10022

Please enroll me in your club and send me your books at the ridiculously low price of $15.00 each. I understand that if, at any time, one of your books contains a new idea, a new concept or a new thought, all the money that I've sent you will be refunded to me and I will receive a free round-trip cruise for four to Puerto Rico. I also realize that this spread is a satire of those ads for Book Clubs that feature trendy books, and that I'm too smart to fall for a joke. But I'm sending you the money anyway, even though I expect no books in return.

NAME_____

ADDRESS_____

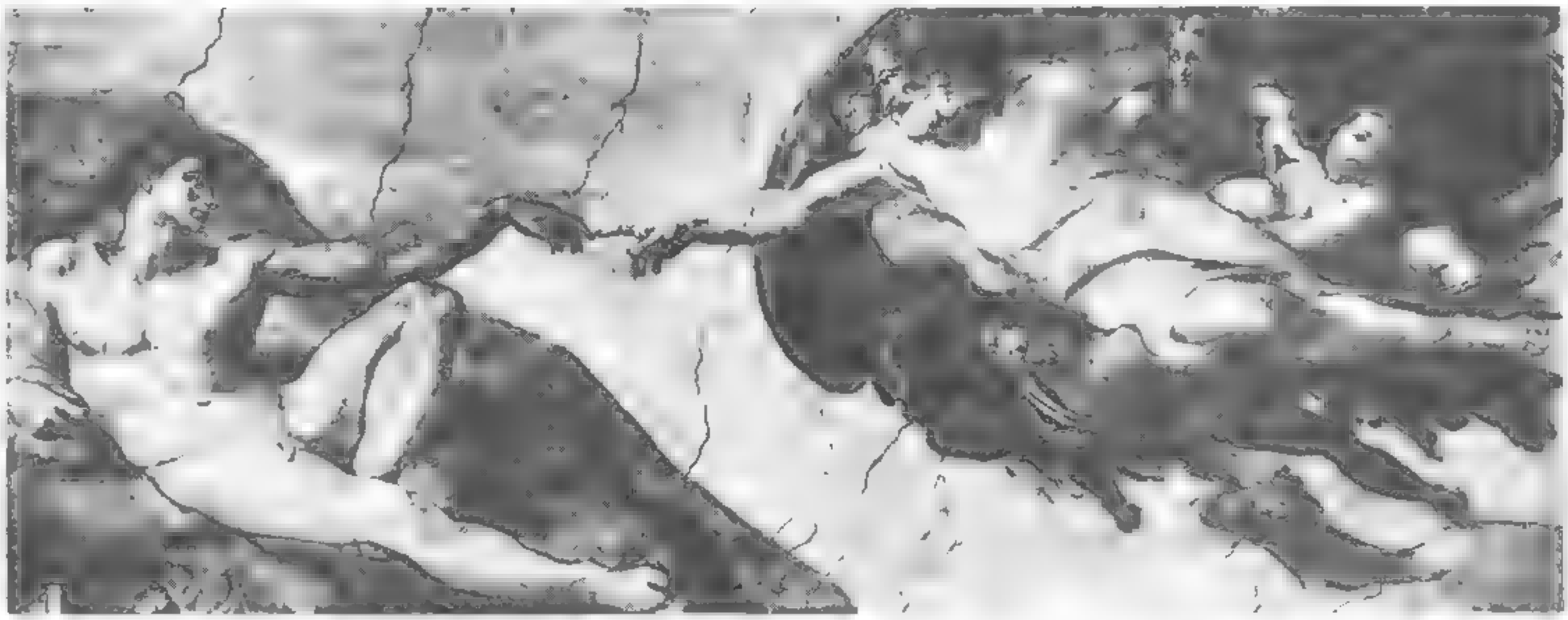
CITY_____ STATE_____ ZIP_____

CANVASSING BUSINESS DEPT.

***Every year advertisers spend millions of dollars on campaigns that have no cultural value other than persuading us to buy various products. How then, you ask, can companies improve their ads and give***

# IF ADVERTISERS MADE

## reach out and touch someone



Let your fingers get you talking!
From Adam to Zachariah, you're only digits away from communication!
It's the next best thing
to hand-to-hand contact!

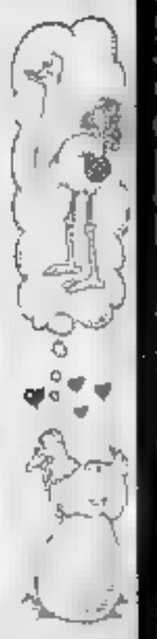
AT&T our creation is divine

## When you take on the world, you're not alone.

**Reach in and pull out your American Express Credit Card— it's welcomed from Waterloo to Corsica! Don't leave your homeland without it!**

***them more culture? Well, one way would be to let the world's great painters and sculptors provide the artwork. What, you ask, would be the result? Look no further, because Mad now reveals what we'd see***

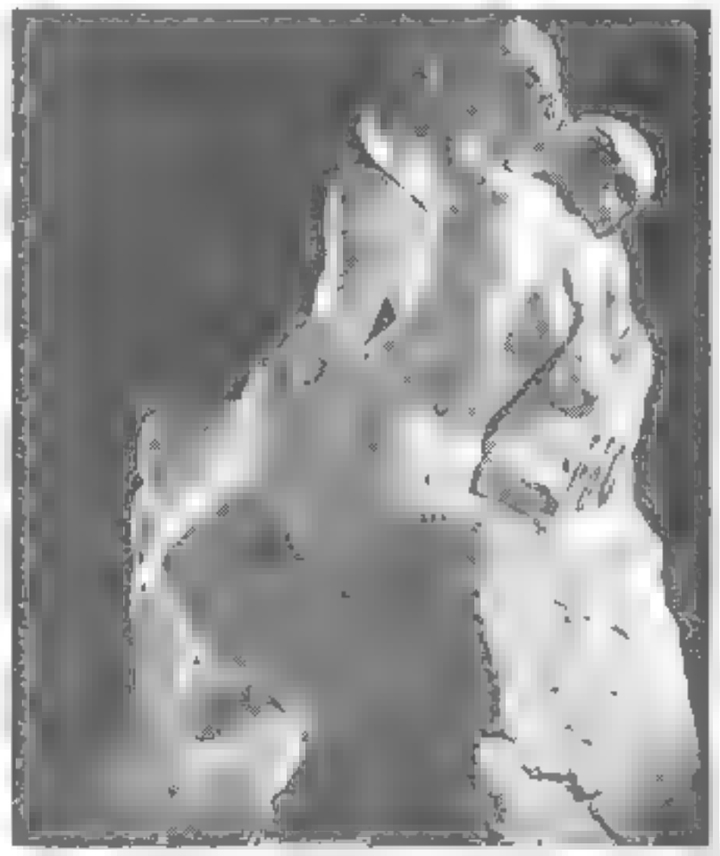
# USE OF OLD MASTERS



WRITER FRANK JACOBS

## First the SCOPE... ...then the KISS!

The *modern* way to handle the *classic* problem of romance after pizza with everything!



when E.F. Hutton talks, people listen.

"I Want My Alka-Seltzer!"

When you've eaten like a pig and feel nauseous. When you're belching in public and embarrassing your friends. When you're bloated and yecchy and kind of feel like throwing up—

TAKE

# Alka-Seltzer

FOR ACID INDIGESTION, HEARTBURN, SOUR STOMACH AND OTHER DISGUSTING THINGS.

# ARE YOU SEEING RIGHT?

Or is everything fuzzy and blurred and giving you headaches and making you think you're swacked when you haven't had a drink since last Thursday? Maybe you should have your eyes examined. Could be you really don't have cataracts or glaucoma or some incurable eye disease. Maybe you're just nearsighted or astigmatic or wobble your head a lot when you look at things. So see your eye professional today. You'll be glad you did. So will we.

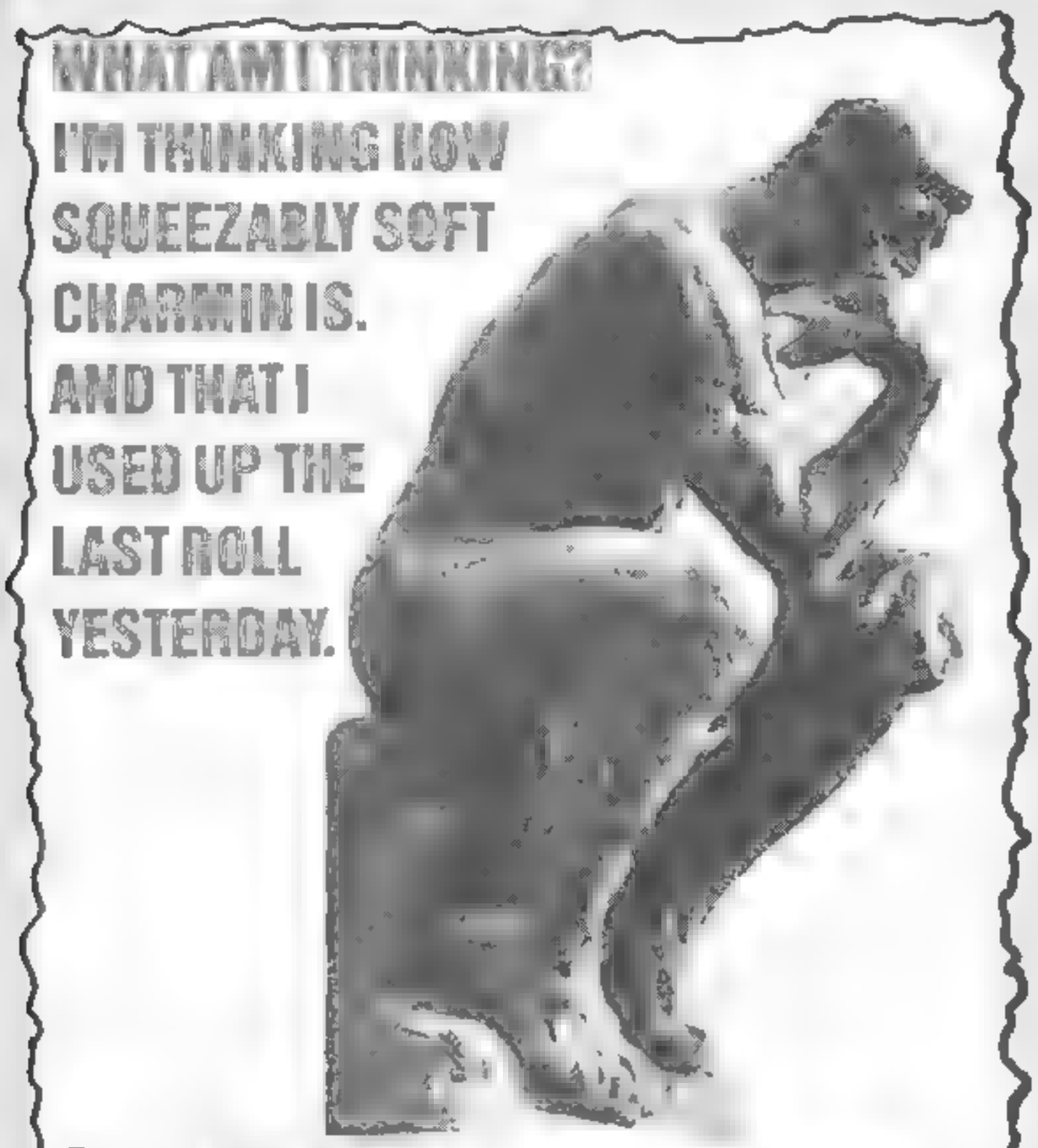
## SEEING

*how many lenses and other optical stuff we can peddle from ads like this*

**IS OUR BUSINESS**

# BAUSCH & LOMB

# THE BEST TEST OF A SEALY POSTUREPEDIC IS YOU.




**CHARMIN** Toilet Tissues

# YOU KNOW WHEN YOU NEED RIGHT GUARD.

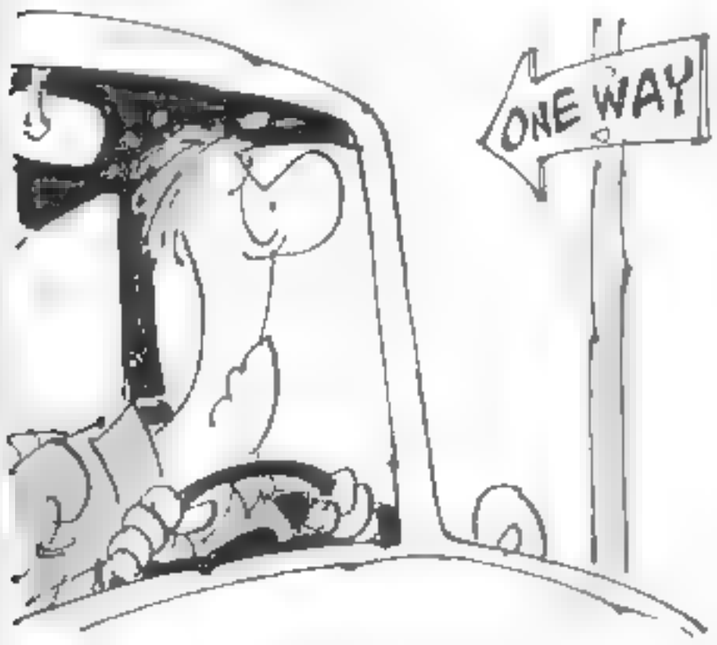
**Your nose tells you. So do your friends, who stay upwind when you're around. Not to mention the people who get off the elevator when you get on. So pick up the stick or the spray, and for the sake of everyone around you—USE IT.**

CRASH COURSE DEPT.

**Some of you hot shots have probably taken a "Drivers Ed" course, and maybe even passed a written exam to get your state license. So now you think you're ready to climb behind the wheel and handle any situation that comes up, eh? Well, we've got news for you, Booby! All those rules you learned, about slowing down at deer crossings and avoiding**

# THE MAD PRACTIC

1. If you suddenly realize that you are driving the wrong way on a one-way street, you should ...

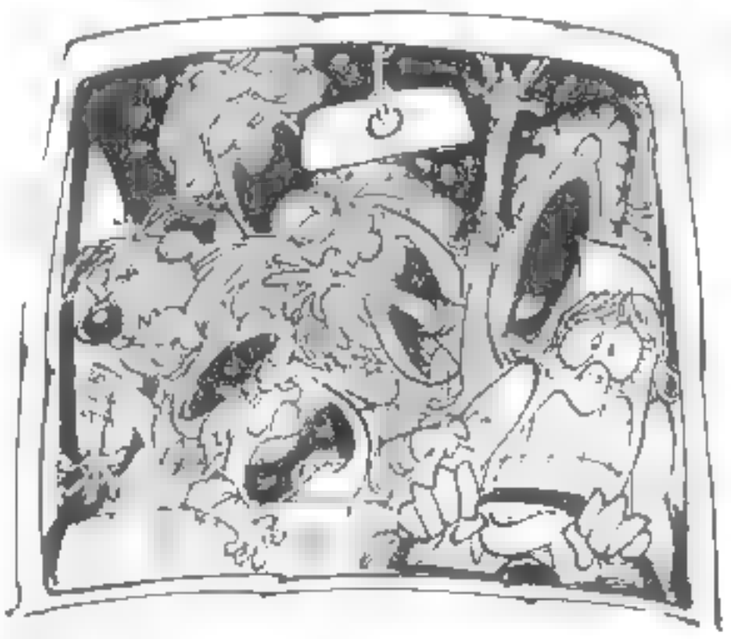



A. start driving backwards a whole lot faster than the oncoming traffic is moving forward.
B. prepare to tell the policeman that you're from England, where driving rules are all the opposite of ours.
C. switch into the lane reserved for oncoming buses, and start to pray that you're on a route that has lousy, infrequent service.

2. When you pass the scene of an accident and see law officers waiving the traffic through ...

A. stop and thank the policemen for kindly pointing out the grisly sight to you.
B. pass on by as-directed, but then "rubberneck" by staring into your rear-view mirror for the next half a mile.
C. plow into the accident so you can collect from the insurance companies of the other drivers involved

3. When driving with a back seat full of restless children . .



A. turn around and look each one in the eye while scolding them, so they will know you mean business.
B. take your hands off the wheel long enough to grab the worst offender by the throat, and shake him until his teeth rattle.
C. twist the steering wheel sharply back and forth, so the kids will be too busy picking themselves up off the floor to whine.

7. Upon realizing that you've just slammed and locked your car door with the only car keys inside

A. pay the thief who's breaking into a nearby car to break into yours.
B. climb in through the sun roof. If your car doesn't have a sun roof, go buy a can opener at a nearby store so you can install one.
C. do what everyone else does: stand there staring through the side window at your keys as if that's going to help somehow.

8. If you accidentally drop a lighted cigarette while the car is in motion;

A. roll down your windows and immediately drive through a car wash
B. roll up your windows and proceed, knowing that the fire will go out as soon as it has used up all the oxygen inside the vehicle.
C. immediately slip off your shoes, because it's a lot easier to locate something hot on the car floor when you're barefoot.

9. If your contact lens should pop out while you're driving at high speed, you should immediately ..

A. shut your eyes, because seeing only fuzzy images of oncoming traffic is dangerous.
B. speed up, so you can reach your destination quickly and begin looking for your lost lens.
C. dive to the floor and hunt for it, since you can no longer see anything through the windshield anyway

left turns into fire stations, will only be of use to you once or twice in your driving lifetime. You haven't really been tested or even informed about the practical driving decisions you'll be required to make every day. Lucky for you MAD has corrected this terrible oversight. Quiz yourself and discover the motoring skills you lack with

# CAL DRIVING TEST

ARTIST PAUL COKER WRITER TOM KOCH

4. To avoid being delayed by meandering senior citizens in crosswalks .

A. blow your horn suddenly, and then drive under them when they all jump straight up into the air._____
B. open the passenger door and graciously offer to drive them to the nearest curb._____
C. Always carry a bullhorn so you'll be prepared to announce that Hugh Downs is autographing free copies of the Readers Digest for all who hurry over to the Community Center._____

5. If your car conks out in a strange town, and you're broke...

A. find a temporary job in the area to earn money for the repair bill. Anything that pays over $1000 a week should be adequate._____
B. try to map out a route home that's downhill all the way, so you won't need an engine that runs._____
C. push your car into the nearest vacant lot and prepare to live there until you hear that you've come into a large inheritance._____

6. When flagged down by a policeman for failing to come to a complete stop at a "full stop" sign...

A. tell him you have such a souped-up engine that your car goes 20 miles an hour in neutral._____
B. say something in any foreign language, so he'll assume you didn't know what the word on the sign meant
C. confuse him by citing Einstein's Theory to prove that nothing in the universe ever comes to a complete stop._____

10. If you see red lights flashing to warn you that a bridge is out...

A. suggest to the flagman that he tighten his light bulbs so they'll stop blinking._____
B. remember what Burt Reynolds always does and speed up, so you can hurtle across the river without needing a bridge._____
C. roll up the windows before proceeding, so your car will float longer after it hits the water._____

11. The best way to take revenge on a rude motorist is to...

A. point frantically at his rear tire until worry forces him to stop and check out the situation._____
B. take down his license number and then report his car to the police as a stolen vehicle._____
C. flash a phony badge, gesture to him to pull over, and then whiz on past him when he complies._____

12. If you decide to park in a space that's marked with this symbol..

A. prepare to tell the judge that you thought the sign meant "Absolutely No Unicycle Parking"._____
B. tell anybody who glares at you that your disability doesn't show because it's mental (and dangerous)._____
C. immediately put the hood up, so you can claim that your car is disabled, even if you're not._____

13. If you become involved in a "fender bender" accident that is clearly your fault...

A. announce that you have plenty of collision insurance, and then give the other driver the name of a fictitious insurance company.

B. make light of the damage you've caused by insisting that his crushed grill can easily be snapped back into place.

C. suggest that your victim take off before your armed bodyguard arrives to "handle things" for you.

14. When required to drive the family cat to the veterinarian all alone...

A. wear a bird cage over your head for protection, in case Kitty panics and starts clawing everything in sight.

B. be alert for special problems if you step on the brake pedal suddenly and feel your foot come down on something warm and soft and furry.

C. stuff the cat into the glove compartment, and then drive at top speed to reach your destination before the air supply gives out.

15. When you're late for work and try to finish dressing while driving...

A. at least put on your trousers before leaving the house, because that's impossible to do while operating a moving motor vehicle.

B. be sure to stay off cobblestone streets while applying lipstick, unless you're satisfied to look like an Amazonian witch doctor.

C. never apply false eyelashes on the freeway, because a thumb seen at that close range can easily be mistaken for a flesh-colored tanker truck.

16. When leaving your car parked in a sunny spot makes your steering wheel to hot to touch, you should...

A. Press the mysterious button marked "Cruise Control" and hope that it's some kind of device that enables the car to steer itself.

B. Obtain enough dimes from a nearby bank to feed the parking meter until evening, when the sun will probably go down.

C. tell your pesky little brother who always wants to drive your car that you've finally decided to let him.

17. When the driver behind you honks because you failed to notice that the red light just turned to green...

A. glance in the mirror to check the size and gender of the honker before deciding whether or not to make an issue of this.

B. give the familiar obscene gesture to indicate that you still consider yourself to be superior to him, even though you tend to daydream.

C. jump out and hand the other driver a dollar, explaining that it's your payment for wasting five seconds of his valuable time.

18. In case of disabling car trouble on along a busy interstate highway..

A. stay in your parked car with the windows rolled up and the doors locked, because it's better to die of suffocation than be knifed by a passing maniac.

B. choose the most annoying passenger in your group to walk to a gas station for help.

C. leave your car in the highway lane where you stalled, so that the first car that comes along will push you into the next town at 60mph.

# INSTRUCTIONS FOR GRADING YOURSELF

The correct answer to each odd-numbered question is "C". The correct answer to each even-numbered question is "A". Except for questions numbered 4, 10, 12, and 16, where this is not the case, as any fool can see. Credit yourself with 8 percentage points for each correct answer.

We realize, of course, that this would give you a total score of 144 percent if you got them all right. However, you couldn't have done that, because all of the multiple choices for at least seven of the questions have been scientifically programmed to be wrong anyway. So there!

# MAD'S 'GOETZ MASK'

SPECIAL BONUS

PHOTO: A. TANNENBAUM—SYGMA IDEA: HARVEY KURTZMAN AND WILL ELDER

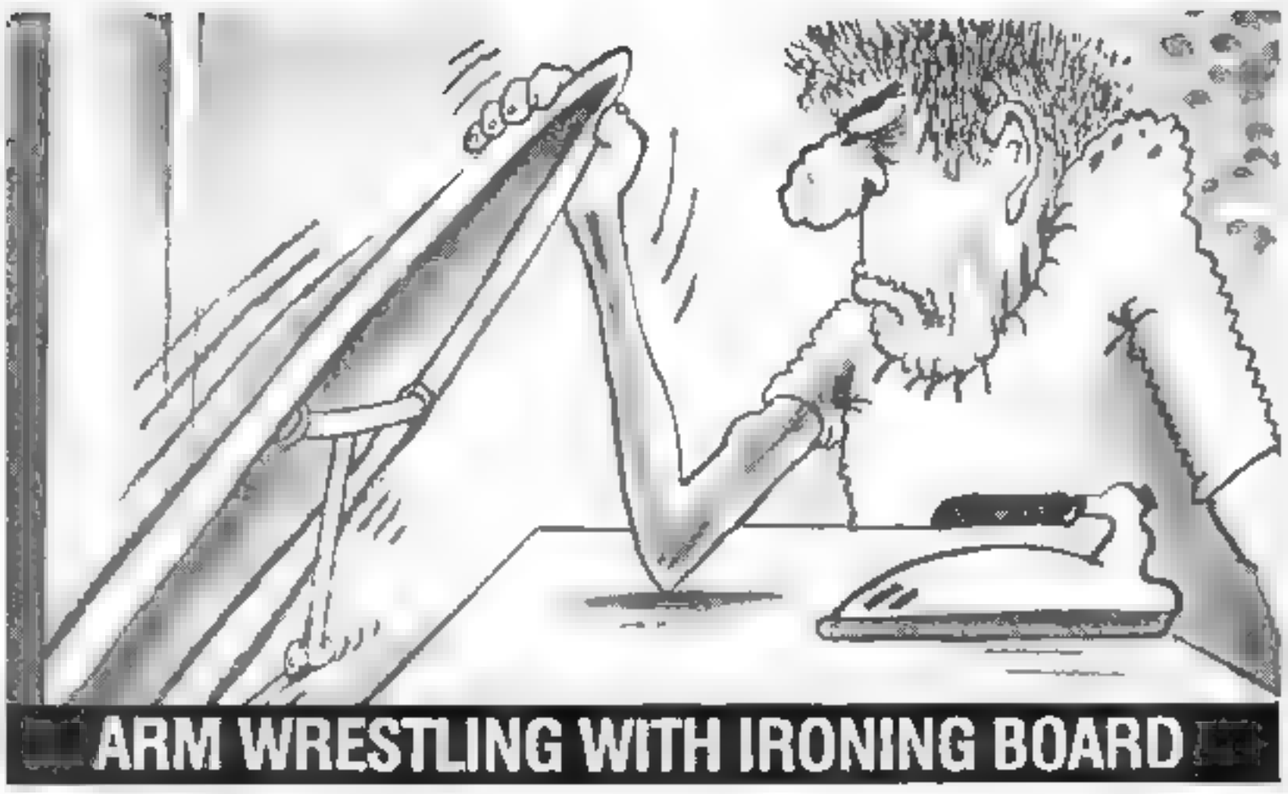
WEAR THIS AND NO MUGGER WILL MESS WITH YOU!!!

TIPS FOR ZIPS DEPT.

# PASTIMES

TREE TUG-OF-WAR

DRIP-DRIP SING-A-LONG



ARM WRESTLING WITH IRONING BOARD

TWISTER-DODGING

# for NERDS

WRITER AND ARTIST: PAUL PETER PORGES

FULL-BODY APPLE-DUNKING

ONE MAN TOUCH-FOOTBALL

UNICYCLE TO A DRIVE-IN MOVIE

As **President,** I have appointed you all to **top Government posts** because our country is in **serious trouble,** and I need your **suggestions** on how to **improve** things! In **other** words, I wanted to see what would **happen—**

# IF THE MILLER LITE BE

I think the **first** thing we should do is take care of our **NATURAL RESOURCES** right, Mickey?

You're doing **okay** with **YOUR** majestic mountains, doll!!

**Lee** is the **Secretary of the Interior! She** shouldn't have to take **that** kind of obscenity from Mickey!

So **what's** she gonna **do** sue the **Chief Justice of the Supreme Court?!?**

**Attorney-General Butkis,** can you come up with any **loopholes** in the **Constitution...** so we can **really hit ORGANIZED CRIME...?**

KNOK

Hey, **c'mon,** you guys!! Le'me in!! This is **NO WAY** to treat the **Secretary of State!!**

KNOK

There **ARE** no **holes** in the United States Constitution!

There **are NOW!!**

Consid'ring how **badly** I used to play first base, I don't know **why** they made **me Secretary of DEFENSE!!**

Tell Numazawa that's **NOT** what the **Secretary of Energy** is **supposed** to be **doing!**

**NO?!? YOU** tell him!!

RIPPP!

We the

SAM VIVIANO

LAGER HEADS DEPT.

# ER GANG RAN THIS COUNTRY

ARTIST: SAM VIVIANO WRITER: LARRY SIEGEL

As the **Joint Chiefs-of-Staff** of the **Pentagon,** Admiral Robinson and I have developed a **new weapon** called the **"L-Bomb"!**

It **doesn't destroy** as many **people** as the **H-bomb,** but it **lays waste more countries!**

**Less killing!!**

**Wastes great!!**

Less **killing!!**

Wastes **great!!**

Well, Billy it looks like **you're Secretary of the Treasury—** and **I'm** the **Treasury...!**

**No,** George you're the **TREASURER!** A **treasury** is a **thing,** not a **person!** It's a **big, cold, overblown pile of money,** and *Hmmm* You **may've** been **right** the **first** time!

Look it's that **horrible beast** again-

Rodney this meeting is for **IMPORTANT people!** What are **YOU** doing here?

I tell you the **Vice-President** don't get **no respect!!**

**Wait** a minute! **Wait** a minute! As **Secretary of Housing,** I demand to know **who made** these **crummy walls!**

**SMASH!**

**WHACK!**

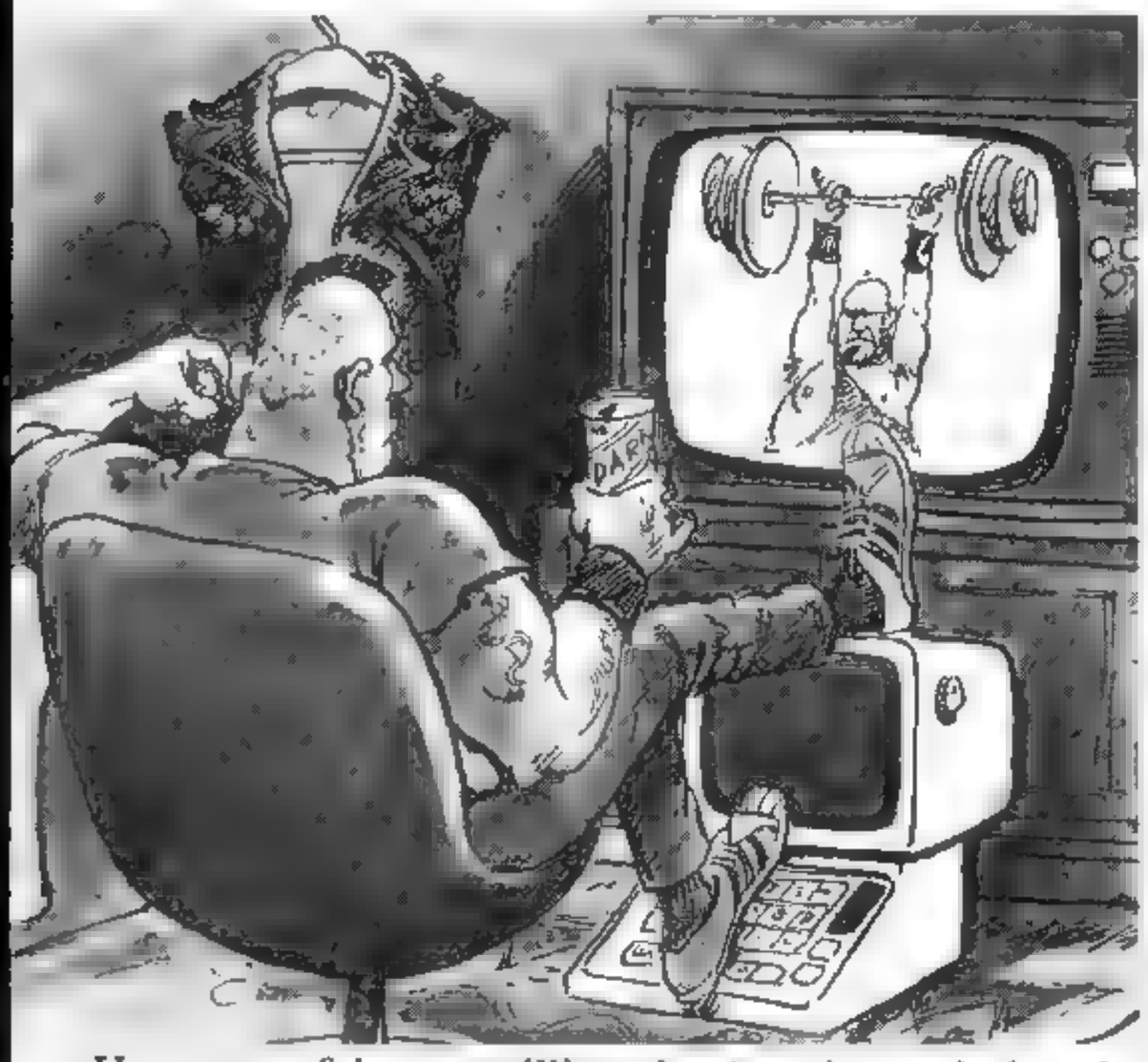
**WHYS UP DEPT.**

For thousands of years, philosophers have pondered tough questions like "What is truth?", "What is beauty?" and the ever-popular "What is the meaning of life?" But we at MAD do not aspire to such dizzy heights of cogitation (ahem!). We're still stuck on more mundane questions—questions which, while not earth-shattering in their implications, are certainly just as bafiling as the ones mentioned above! We'll show you what we mean with

# MAD'S REAL MYSTERIES

Now that everyone in the Western Civilized World knows Howard Cosell has a toupee, why does he still wear it?

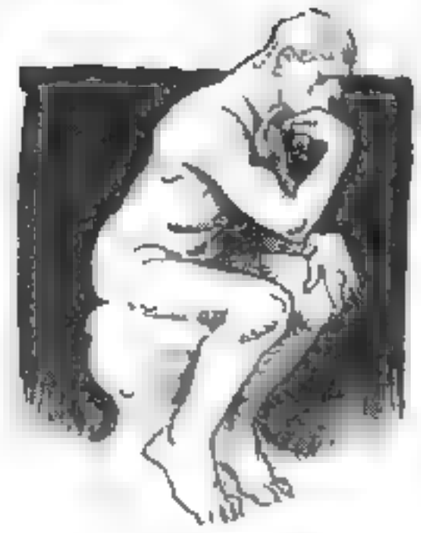
Since no one in the country admitted watching *The Dukes of Hazzard*, how did it make it into the "Top Ten" every week?



How many of the two-million-plus Americans who bought home computers last year really found a use for them?

What is it that endears hurricanes to us so much that we give cute names to them...but not to, say, earthquakes and floods?

# LY PERPLEXING OF LIFE



ARTIST: HARRY NORTH  WRITER: MIKE SNIDER

Whatever happened to that "Metric System" we were all supposed to be "fully converting to"?

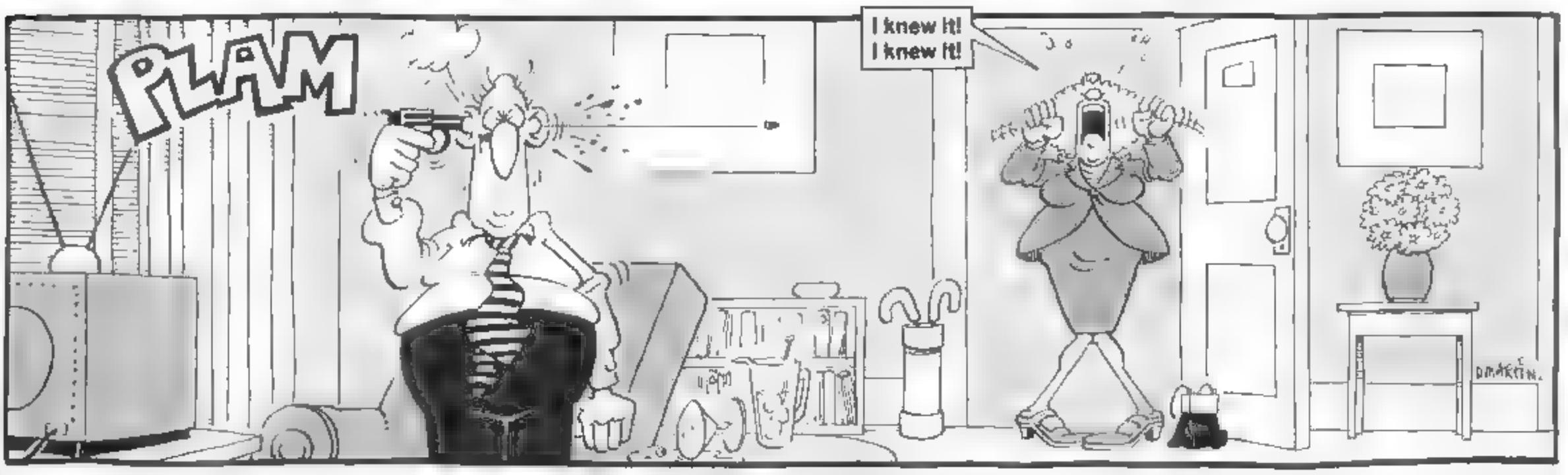
Does Herve Villechaize really think he'll find another co-starring role in a hit TV series that calls for a 3-foot midget who lisps?

Was the Ayatollah Khomeini any fun when he was a kid?

If, as they all claim, the Miss America Pageant is more than a "meat show," why don't they try it without the swimsuit competition, just to see what happens to the ratings?

DON MARTIN DEPT. PART III

# ONE FINE FRIDAY EVENING DOWNTOWN






WRITER DON EDWING

# BEVERLY HILLS Cop Out

I'm **Axewell Folly!** Here in **Detroit,** cops have to deal with thieves, liars, and foul-mouthed, drug-dealing punks! And that's just **me** and **my friends!** You should see what's going on **outside** the **police station!**

I'm Detective Folly's supervisor, and I run a **model precinct**—mainly, we **model** our wild car chase scenes after **"Smokey and the Bandit!"**

I'm Sergeant Taggem, Beverly Hills Police Department! In **this precinct** a detective is **out of uniform** if he's not wearing a **smile** and a **carnation!**

I'm Silly Rosewater, and I work with Sgt. Taggem! We're real **tough** on criminals here in Beverly Hills! For instance, the prisoners' **private phones** aren't even **push button!**

I'm Dreamie Slumbers, Axewell's friend from the **old days!** Now I manage a **posh art gallery** that sells **trash** as modern sculpture! It isn't difficult to sell trash in L.A.—they sold this **movie plot,** didn't they!

I'm Victor Wasteland! I own the art gallery and use it as a **front** to smuggle **bonds** and **drugs** past the customs inspectors at **LAX airport!** "LAX" is a good name for an L.A. airport—it certainly **describes** the **officials!**

We're the **Pointer Sisters!** No, you don't **see** us in this flick, but if you can tune out the sounds of tires screeching, sirens blaring, and cars smashing, you **may** hear us **singing** on the **sound track!**

ARTIST: ANGELO TORRES WRITER DICK DE BARTOLO

When they say "cigarettes can be **dangerous** to your health," they ain't kidding! 50 cases of the *@#$% almost **crushed** me to **death!**

Axewell, we send a **whole fleet** of squad cars to help you, and you don't even **bust** the hoods in the stolen cigarette operation!

Yeah, but look what I did **bust**— 37 cars, 16 trucks, 5 buses, 12 fences, 4 hydrants...

Matey, I ain't seen you in **years!** Why'd you **break into** my apartment? I'd have given you a **key!**

The key to success is **don't use a key!** "Let your fingers do the walking in," like the old days, before you and Dreamie became **respectable!**

Hey! What are you doing with all these **negotiable bonds?**

I was hired as a security guard and told **never** to let them out of my sight! I quit **months ago,** but I'm still **watching these!**

Victory Wasteland gets very annoyed when someone **steals** from him, especially if it's something that **he stole** first, like these **bonds!** So we're going to have to **kill you,** and your friend can't help you—he's **out cold!**

How can Axewell be out cold? **No one** saw you **hit** him!

When you get to be **that** big a star, you don't get knocked out **on camera!** Take it from a bit player like me, he's **out cold!**

Captain, I'd like to work on this case.

Stay out of it, Axewell, it's bad enough **already**—a cop entertains a crook in his apartment, two hit men do their thing, and we have to get down here by **taxi** 'cause your **last case** wrecked every squad car in the precinct!

Well, I've got some **time off** coming to me! I'll take it now, and I won't do any **police work,** I swear!

Big deal! You don't do any police work when you're **on duty,** either!

I'm new to Beverly Hills! Do you have anything against **blacks** being in this hotel?

Absolutely **not!** You'll notice our waiters, porters, garage attendants, and maids are **all black!**

I'd like to see my friend Dreamie!

May I take your **hat** and **coat,** handsome?

I'm not **wearing** a hat and coat!

What about your shirt and pants? You must **surf**—look at that [illegible] **tan!**

That's not a **tan!** I'm **black!**

In Beverly Hills? **Sure you are!**

Dreamie, I came to talk to you about Matey .

Is he in **trouble** again?

He's **dead!**

That's **trouble** of the **worst kind!**

VICTOR'S VAST WASTELAND

I'm supposed to be here on **"vacation,"** but I'm really trying to find out who killed him! Do you know who Matey's **boss** was?

Yes, Victor Wasteland! He owns this gallery!

Anything **suspicious** about this operation?

No, what can be **suspicious** about a gallery that employs 60 people, owns and operates 4 warehouses, and imports 15 crates of who-knows-what each day even though we haven't **sold** one thing in **3 years!**

TANA LEAVES

Hmm, you're **right!** Nothing suspicious **here!** But maybe I'll go pay Victor Wasteland a visit, anyway . .

You'll never get into his office! He's got **heavy security!**

I'll get **in** so **fast** he won't know **what happened!**

And I'll get **out** so **fast** I won't know what happened!

I'm afraid I'm going to have to issue you a **ticket** and take you to the **station house!**

But **they** threw **me** through that window!

Yes, but you broke Beverly Hill's **most important** statute—"Failure to say **'Have a nice day!'** upon leaving any public building!"

Detective Folly, would you be so kind as to tell me why you didn't **identify** yourself as a police officer when you were first **arrested?**

'Cause officially, I'm on **vacation!**

What about your **gun?**

My **gun** is on vacation, too!

It's a **pity** your **"cute routine"** isn't on vacation!

CARMEN MIRANDA RIGHTS

Folly doesn't suspect we're **tailing** him, right? Then how come he just had **food** delivered to us?

This special dinner was ordered for you, sirs! **Ox tail** soup, lobster **tail,** and bananas **tail**pipe!

Bananas tail-pipe? What's **that?**

Something he just did to your **car** to keep you "off his **tail,**" I believe...

Hmm, two guys drive all the way from the **airport** to this **warehouse** just to take bonds out of a **crate** and put them in a **briefcase!** If they did that on the **truck,** they could get rid of this warehouse and cut down on a lot of their **overhead.** Well, since there's **nothing suspicious** going on around here, I'll take a break! I'll go find Taggem and Silly who are supposed to be **tailing** me, and take them to a **sleazy cafe!**

Hey guys, should I **tie a rope** to your car so you'll be able to **follow** me this time, or will you just hop into **my** car and make it **easy** on all of us?

Okay, Axewell, we'll go with you, but we'll **both sit** in the **back seat!** This way we can tell the Captain we were **right behind** you the whole time!

WE WILL NOT ACCEPT ANY MORE DELIVERIES OF BANANAS TAILPIPE BAND

Listen! I think that guy by the bar may be carrying **a pair of 38's...**

That's **nothing!** That **dancer** must be carrying **a pair of 40's!**

BLAM

BOP!

It's okay, guys, I took away their **guns!**

That was the **easy part!** I gave them **a ticket** for double parking in front!

That's **nothing!** I **caught** the waiter adding an **extra 2 bucks** to our **bill!**

**Wow!** It's **exciting** to see Beverly Hills **law enforcement in action!**

What were you men doing at that **sleazy cafe?**

Mostly **drooling,** sir!

He's telling the **truth,** sir! Both he and Taggem were standing around with their tongues hanging out while I **single-handedly nailed** the two thugs!

I **can't** believe that! I'm sure my men took **heroic action** while **you** did **nothing,** Folly!

See that? Tell the **truth,** no one believes it! **Lie,** and **everyone believes** it! **It ain't fair!**

Yeah, that's what **Fritz Mondale said!**

I've been **snooping around,** and I know Victor Wasteland's art gallery is just a **front** for his drug and negotiable bond **smuggling operation!**

Can you **prove** this?

I have these **coffee beans...**

That would make **insuf-ficient grounds!**

Hey, **I'm** supposed to say all the **funny lines!**

Besides, **every cop** knows that smugglers use **coffee** to hide the **scent** of **drugs** from our **trained dogs!**

Maybe **Detroit** cops know that! In Beverly Hills, we don't have to deal with **that sort** of **thing!**

**But... but...**

Speaking of **"but,"** get **yours** back to Detroit, Folly! That's an **order!** You've caused **enough trouble** around here!

Silly, do you want to **stop a crime** from being commit-ted?

Yes, that's why I have to watch **you pack!** The chief said you'd prob-ably steal every-thing in your hotel room that isn't **nailed down!**

I mean that **rat** Victor Wasteland! Can't I appeal to your **sense** of **justice?**

Sorry, Folly, but I'm **unshak-able!**

Then how about **this**—help me nail Wasteland, and I'll buy you an **ice cream** cone!

**Now** you're talking! Let's go get the bum!

Okay, Silly, Dreamie and I are going to sneak into the warehouse to get **evidence!** What are **you** going to do?

I'm going to **sit here** and **pray** you're back before this **meter runs out** 'cause I don't have any **change!**

With cops like **you** on the job, someone would have to be **crazy** to attempt a **crime** in **this area!**

Hmm, they're taking Dreamie away at **gunpoint!** I know it's **against regulations** to have a **hunch,** but I can't **help myself!** I'm having an honest-to-goodness **hunch** something's **wrong!** I'm going in there...

48 HOURS by NICK NOLTE

Okay, every-one, **"Ice cold!"**

You mean, **"Freeze,"** don't you, creep?

**Thank you,** sir! Okay, **freeze!**

**Now,** Silly! Let's blast these cruds!

I hope I have **enough bullets** for this thing! Let's see, I started with 6 when I joined the force, I fired one or two at the practice range last year, lost one at the movies...

BAM BLAM !!

Taggem, I've done **something stupid**— I got involved in **fighting crime!** We're on our way to Wasteland's house, but **don't say anything** to the Chief! You know he'll have a **fit** if we fire a bullet and put a hole in Beverly Hills!

Help is **on the way!** And they'll fit right in with the way **law is enforced** around here! We're sending the **Keystone Cops!**

Okay, guys, we may be **outnumbered,** but we can even things up by using the element of **surprise!**

You mean like we **ring** the **bell,** then **hide** in the **bushes?**

I was thinking more like **scaling** the **wall** with **guns blazing!**

Couldn't we just turn on their **sprinklers** and book them for **"over-watering?"**

BEWARE OF DOG

I've killed 17 already, and I haven't fired my **second shot!** Being a big star certainly does have its **advantages!**

I've **injured someone,** too! **Myself!** Which way does the **pointy** part of this go?

What went on here? And I want the **truth!**

Well, sir, Wasteland was running a **smuggling...**

I said I want the **truth!**

They took Dreamie away at **gunpoint** and...

For the **last time,** I want the **real truth!**

The **real truth?** Well, it seems that the studio had an idea for a **cop movie,** but it was **thin** on **plot** and **dialogue,** so they figured if they got **me** to do it, I'd do my **shtick, mug** my way through, and cover up all the **weaknesses** like I **usually do!** Throw in some **car chases** and **wreck scenes** and we're a guaranteed **box office smash!**

Now, **that's** the **real truth!**

Well, you're all **signed out,** Folly! The chief made us check out your **luggage,** and I'm happy my report to him will show that you **didn't** steal a **bathrobe** like he said you would!

Did the Captain say **that?** Man, he's such a **suspicious dude!** Why would I bother to steal a **bathrobe...**

...when I can steal a whole **bathroom!**

JIVE TURKEYS !!

# THE TRIVIA PURSUIT SURVIVAL KIT (CONT.)

If you liked these, remember, there are 6,000 Trivial Pursuit questions that everybody knows the answers to by now!

**Genius**

P — See your doctor immediately

OT — Bubbles LeJoy, during an all-night Christmas party in 1957

R — Playtex Cross Your Heart Bra

Z — Contraceptives

EB — Three weeks, four days. The rest of the time he was just as lost as the rest of them

IE — Tupperware

**Genius**

P — Joan Collins

OT — guy in an alley with a knife

R — Jimmy Carter

Z — A fluke

EB — Lucky Strike Makes Fatal Tumors

IE — Pick 'em

**Genius**

P — George Bush

OT — The director

R — About 60,000 American G.I.s, to pregnant women throughout Europe and the South Pacific

Z — False, but only because they didn't think of it at the time

EB — Don King's hair

IE — "Pi a la mode"

**Genius**

P — KL5-1878, if no answer, KL5-7713

OT — Call up a carpet store and have them send somebody over to measure

R — All of them

Z — Being God

EB — Not much

IE — Billy Martin

**Genius**

P — $1.28

OT — "I am not a cook!"

R — Gloria Steinem

Z — Cheap Elvis imitators

EB — President Grant, his wife, his bartender and two secret service agents

IE — *Mad Magazine*, however *The Congressional Record* is also acceptable

**Genius**

P — Your fingernail

OT — On the other side of this card

R — Muggers

Z — The Jacksons' accountants

EB — "Bring home a quart of milk"

IE — Working toilets

WRITER: JOHN FICARRA

# THE TRIVIA PURSUIT SURVIVAL KIT.

## While the Trivia Pursuit craze lasts, please accept our condolences (and this attempt to cash in on the craze.)

**P** Who boasts "Over 50 billion served"?

**OT** According to the old adage, "There is a _____ for every light on Broadway"?

**R** Who was the last American President to die in office?

**Z** What is the term for when an insurance company pays twice the face value on an insurance policy?

**EB** What did "L.S./M.F.T." really stand for in the old advertisements?

**IE** Whose nose is bigger: Barbra Streisand, Karl Maulden or Jamie Farr?

**P** What should you do every time you pass "Go"?

**OT** Who was the first woman to ever sit on the Supreme Court?

**R** For a brief time, what product's slogan was "Plop, Plop, Fizz, Fizz"?

**Z** According to experts, if more people used them, 79% of all accidents in automobiles could be prevented. What are they?

**EB** How long did Moses lead the Israelis in the desert?

**IE** According to scientists, if a nuclear war occurs, only three things on earth will definitely continue to exist: rats, cockroaches and _____?

**P** What is Secret Agent James Bond's number?

**OT** What is the fast, easy method for determining the area of a room?

**R** On which episode of Star Trek did Chief Engineer Scott make miracle emergency repairs on the Enterprise to save the Starship from certain doom?

**Z** What is "the world's oldest profession?"

**EB** What does the "E.P.A." stand for?

**IE** What famous athlete retired with a record of 49-0, 40 by knockout?

**P** Who is famous because "he don't get no respect"?

**OT** In the "Friday The 13" movie series, who was the maniac?

**R** During World War II, who said "I shall return!" and to whom?

**Z** True or False: The inscription at the base of the Statue Of Liberty (Send me your poor, your huddled masses etc.) has a footnote below it which specifically excludes the Irish?

**EB** What is the only man-made structure visible from space?

**IE** 22/7 is the mathematical ration "Pi." What is the mathematical term for 22/7 plus 1?

**P** What is the medical name for the calcium growth sometimes found in your nose?

**OT** Where is it written "Neither rain, nor sleet, nor dead of night, shall keep these carriers from their appointed rounds"?

**R** What large, predatory animals can always be found gracing the entrance to the famed New York City 42 Street library?

**Z** Who called their 1984 concert tour "Victory"?

**EB** What is the "international note"?

**IE** According to the old soldier's adage, "There are no _____ in a foxhole"?

**P** What is the capital of Haiti?

**OT** What was the famous line uttered by then Vice President Richard Nixon to Nikita Khrushchev in the historic "Great Kitchen Debate"?

**R** Who freed the slaves?

**Z** "Love Me Tender", "Heartbreak Hotel" and "I'm All Shook Up" are all sung by _____?

**EB** Who's buried in Grant's tomb?

**IE** What famous publication's contributors are usually referred to as "the usual gang of idiots"?

Turn page for answers